NASSCOM®

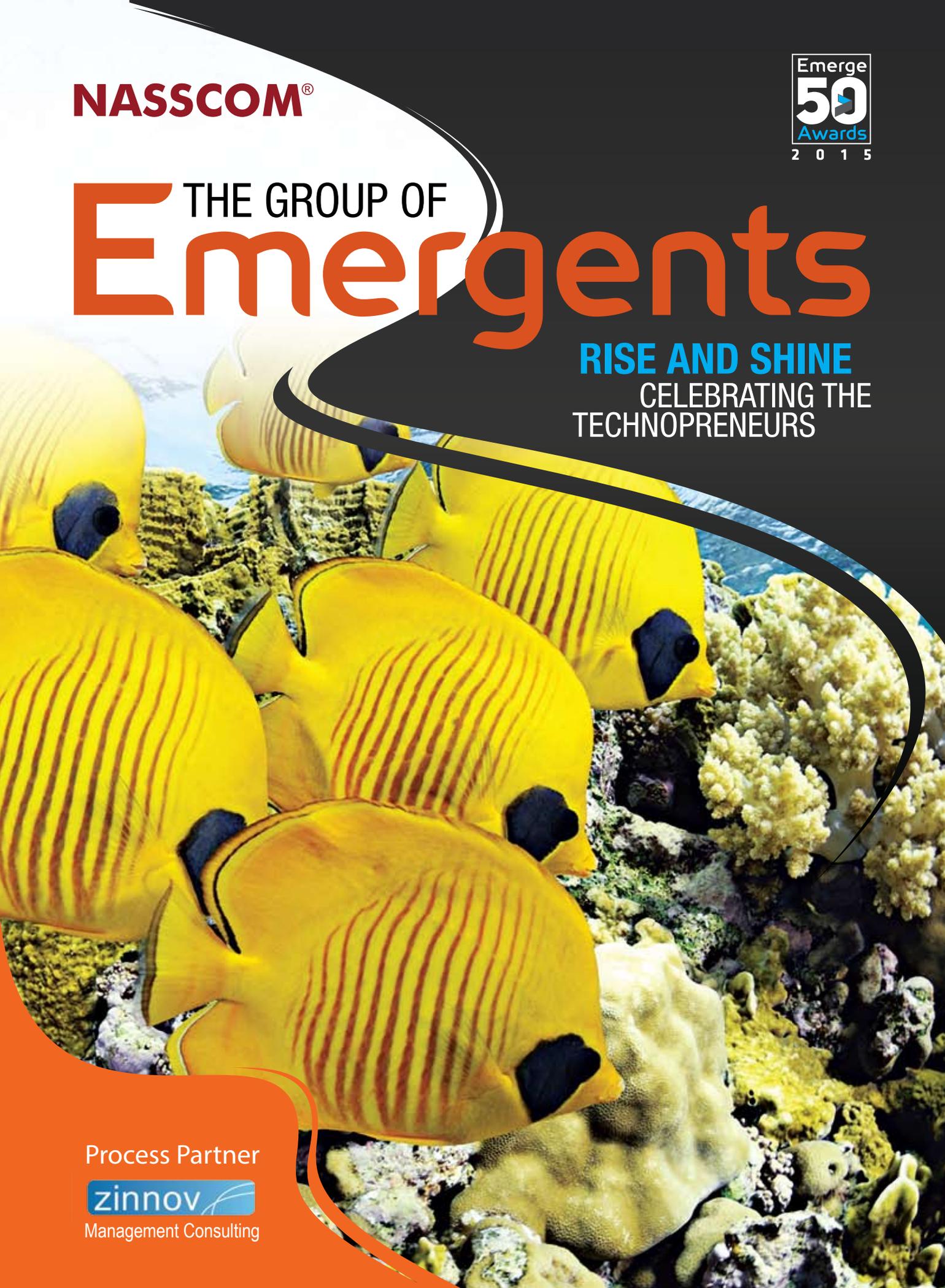## THE GROUP OF
Emergents

RISE AND SHINE
CELEBRATING THE
TECHNOPRENEURS

Process Partner

zinnov
Management Consulting

INDEX
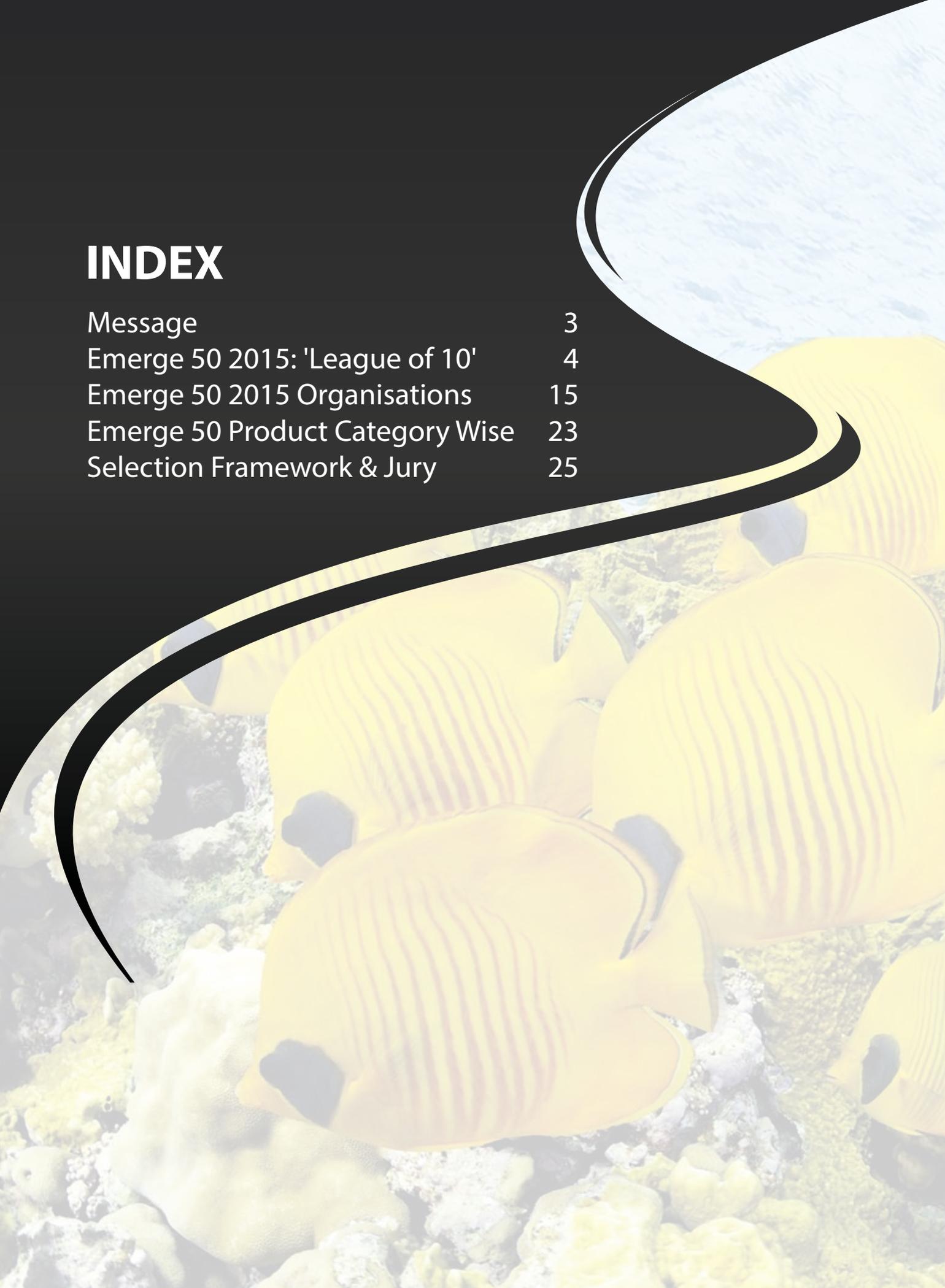
Message

It is the Leapfrog moment for the Indian technology product economy. 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 companies have this unique moment in history to seize the opportunity and the young innovative organisations are not shying away from 'tough' markets.

'NASSCOM Emerge 50 Awards', in its seventh 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 2015 were characterised by a mixture of burgeoning success stories and promising start-ups that are coming up with exciting new solutions - ones to watch 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, IoT, cloud, enterprise SaaS, mobility, big data/analytics, FinTech, AgriTech, AdTech, etc.

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:
LEAGUE OF 10
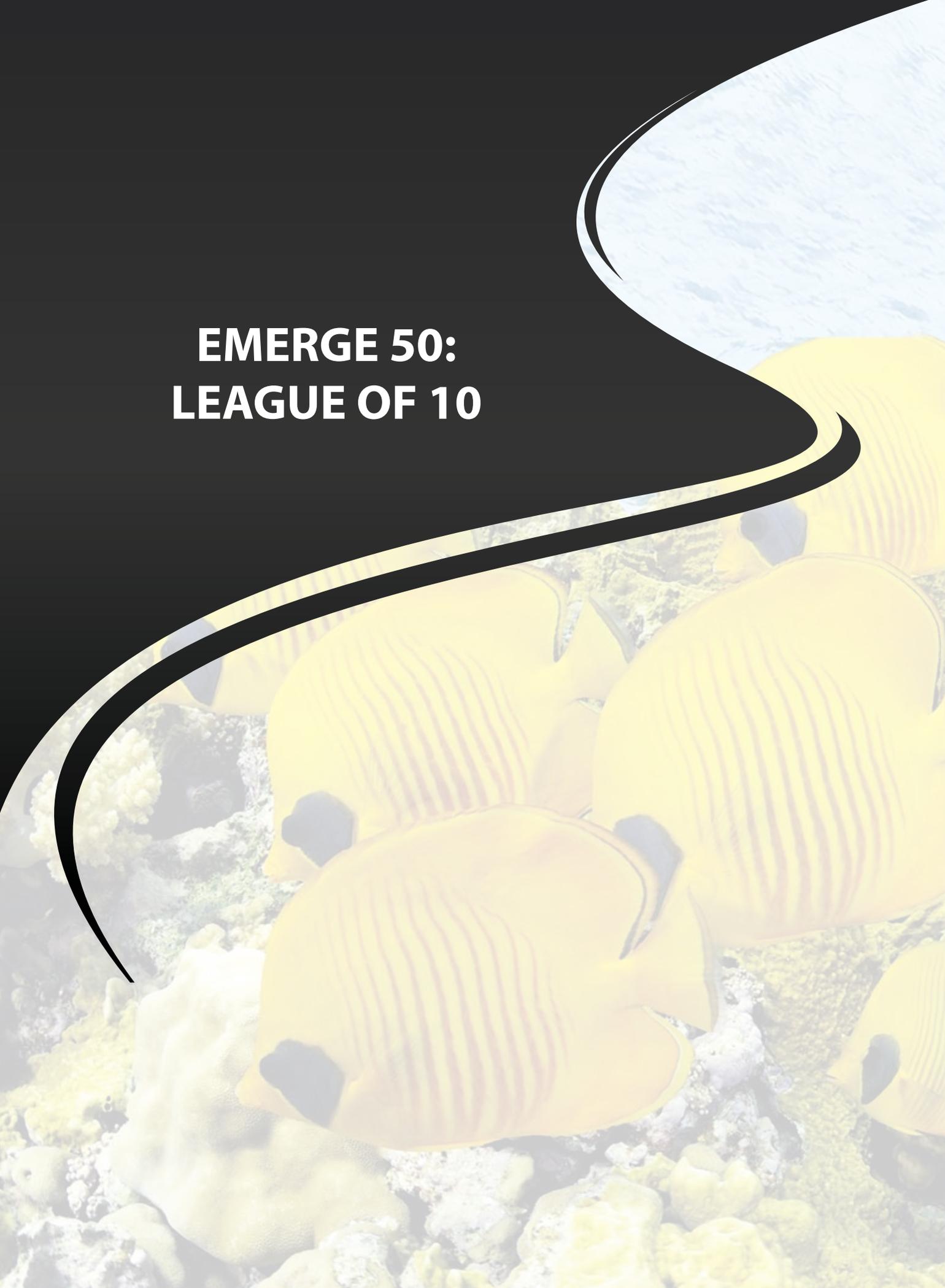
hackerearth

The story of Hacker Earth began in 2012, when Sachin Gupta, an IIT Rourkee alumnus worked on the idea with a friend and decided to launch a company in Bengaluru.

The Founders of HackerEarth were keen to create a platform and network for top developers across the world that would expose them to coding challenges that they would then have to solve.

That was the beginning. In 2014, HackerEarth started introducing other elements into its solution. It created a section within the platform where subject matter experts could share tech content.

The next logical step was to enable people to build end-to-end products—basically different applications for different spaces. "For that, we created a platform to host Hackathons. Since early this year, we have conducted many Hackathons, with participation from thousands of people. The Hackathons have helped us reach out to developers who are in turn wanting to reach different domains!", Sachin informs.

According to Sachin, all developers want to become better programmers and the company is helping them achieve this through its platform. "We help them improve their skills on an ongoing basis, network with each other and jointly solve problems. We are creating a skills graph (core technical skills) for developers where they come and solve problems and earn a score", he says.

HackerEarth is also connecting these developers with organizations that need to recruit programming talent or want to create awareness about the technology they have. "Facilitating recruitments and solving the outreach problem for tech companies is a core business model for us", Sachin comments.

Speaking about some of the challenges faced by the company since its inception, Sachin says they included creating a team and finding people who were as passionate about HackerEarth.

Speaking about the future, the CEO says the company is very bullish about the years ahead. "We want to

"We have conducted many Hackathons, with participation from thousands of people. They have helped us reach out to developers who are in turn wanting to reach different domains!"

– Sachin Gupta,
Co-founder and CEO, HackerEarth

establish a presence in the US and be 10x of what we currently are", he says.

The company incidentally has an interesting facet to its profile where it is nurturing an active campus program. "We want students to become campus ambassadors and want to offer institutions a platform free of cost where they can host their own competitions and conduct their own Hackathons to promote and establish the culture of coding among students. That in fact is our key achievement. We have over 200 students as our campus ambassadors", Sachin says.

Organization:
HackerEarth

Name of Product:
HackerEarth

Year of Incorporation:
2014

Headquarter:
Bangalore

Website:
www.hackerearth.com

Brief Description:
HackerEarth is a uniquetalent sourcing engine that matches organisations' hiring needs with verified skill dataof technical developers.

Instakash

"Can we have a one click checkout for all e-commerce transactions? We want to reach that next frontier of user convenience".

– Gaurang Sanghvi, CEO, Instakash

Lack of innovation on the financial services front led Gaurang Sanghvi to set up Instakash, a Non-Banking Financial Company (NBFC) committed to offering loans to people with low or no credit scores.

Gaurang decided to launch a mobile data analytics organization that applies Artificial Intelligence and Machine Learning to create new financial products. Focused on consumers and Small and Medium Businesses (SMBs), the company is simplifying financial access for the next generation of users.

"I felt there weren't too many financial products in India and barely any innovation on the customer side. Financial institutions, I realized, were not looking at the user experience. Finance is not about capital only", Gaurang adds.

Instakash is offering loans to those in need, and also creating credit scores of its own based on the online activities of users including payment of utility bills, e-commerce purchases and social-media behavior.

The company has explored other relevant forms of data including a user's banking history, behavior, social graph, background, etc. "We said let's create different risk models based on alternate data points and change the way consumers and businesses view loans. What we are doing is simplifying and automating the processing of loans approval by assessing at least 100 data points", Gaurang states.

Today, Instakash is trying to create a match between what banks are offering and what consumers want. The company is in discussions with some of the big banks to make online lending a normal procedure. Instakash's lending meanwhile, is a totally on-line, end-to-end process.

Speaking about the challenges that Instakash faces, Gaurang says they include collecting and authenticating data. "It is difficult to collect the right data points seamlessly and within a short time. Our USP is that we have the data points and are building credit models for them. This is what differentiates us and enables us to do lending at scale".

Another challenge for the company is working with the banks as getting them on board at scale remains a problem.

In Gaurang's view is that in order to survive and thrive, every start-up needs to think mobile first and acquire good mentors. "Finally, companies need to be at it continuously, even if everyone says 'No'!" he advises.

Commenting on the role that NASSCOM has been playing to catalyze the start-up revolution, Gaurang says the association is creating a unique eco-system that is not even seen globally. "It has become a true evangelist for start-ups and is connecting these companies with the government and industry. This is the need of the hour", he says.

Organization
Instakash

Name of Product
Instakash

Year of Incorporation
2014

Headquarter
Bangalore

Website
www.instakash.in

Brief Description
Instakash mobile app extends loan access to those who lack credit history or creditcard access, creating a new segment for banks & NBFCs.

Indian genomics pioneer mapmygenome.com has recently raised USD 1.1 million from angel investors, a sign of its growing maturity and success. The molecular diagnostic company, set up by Anuradha Acharya, will use the fund to scale its operations and expand distribution locally and globally.

"We will expand our team, leadership, sales and marketing and genetic counselling network", Anuradha says.

Mapmygenome is Anuradha's second start-up (the first being Ocimum) and the result of a realization that the quantity of data on India's genetic pool, is very small.

"We wanted to use genomic technology to reach consumers directly—to help them know more about themselves. Once people understand their genes as well as lifestyles, they will develop more healthy habits and save themselves from diseases instead of being treated for them", Anuradha states.

Anuradha, an IIT Kharagpur alumnus, moved back to India from the US at a time when the start-up scene was in a very nascent phase. In her opinion, the environment is different today with funding becoming easier for new, first-time entrepreneurs with unproven business models.

According to Anuradha, start-ups need to treat life as a marathon, recognizing that there is a bigger, more long-term goal of the journey. "I am glad I persisted and did not give up at the first chance. In a new and difficult environment this attitude played a critical part", she adds.

Today, Mapmygenome has two main businesses including a personal genomics part which is more people-oriented. "We reach out to path labs and have tied up with hospitals to cater to corporates and individuals", Anuradha informs.

Mapmygenome also conducts tests for Tuberculosis, a business that has picked up well. While the genomics business has touched 3,000 people, TB tests have been conducted for around 400-500 patients.

"The environment is different today with funding becoming easier for new, first-time entrepreneurs with unproven business models".

– Anuradha Acharya,
CEO and Founder, Mapmygenome

Going forward, Mapmygenome will continue to work at getting high quality data on the samples being processed. "We will additionally perform research on the database we are trying to build by getting a large amount of samples. On the personal genomics side, with informed consent, we want to build data that will enable us to look at the Indian genome more carefully", Anuradha adds.

Speaking about the support the company has received from NASSCOM since its early days, Anuradha says the chamber has been catalyzing the growth of product companies. "It has been a fantastic experience for us. NASSCOM has played a key role and the products piece has been a great success. Companies need to say a big thank you to NASSCOM for helping drive innovation and guiding start-ups", Anuradha shares.

Organization
Mapmygenome

Name of Product
Genomepatri

Year of Incorporation
2012

Headquarter
Hyderabad

Website
http://www.mapmygenome.in

Brief Description
Genomepatri is a DNA-based health tool that conducts a non-invasive test to predict and prevent an individual's disease risks in future.

"We are profiling nearly one-fourth of smart phone users in India on a monthly basis. That is the extent of our scale".

– Raviteja Dodda, CEO, MoEngage

Founded by Raviteja Dodda, MoEngage helps App companies know their customers better, engage with them and retain them through personalized and targeted messages.

MoEngage was conceived by Raviteja at a time when he was already running a mobile app company that helped people discover offers and coupons of local retailers. "We scaled this quite well, until we saw certain problems with all mobile app companies that we felt needed resolution. It was then that we began talking about MoEngage", informs Raviteja.

Even before MoEngage was launched and the company had a product in place, Raviteja and his team began speaking to customers who needed solutions. "We adopted a lean approach, building a product based on feedback from customers. We basically showed them a prototype and asked them to give us their views on it".

The company is currently working with premier consumer Internet ventures in the areas of travel, e-commerce, entertainment and content development.

"We are profiling nearly one-fourth of smart phone users in India on a monthly basis. That is the extent of our scale", informs Raviteja.

Speaking about the challenges that Indian start-ups face today, Raviteja says that even now there are only a few good VCs that understand the B2B space well. "We have been fortunate to have good backers. Quality talent is another issue and we have been lucky in acquiring excellent people. We have nine batch mates from IIT Kharagpur, who through their network, have helped us hire others", he adds.

According to Raviteja, the real start-up gets off the ground only when the product is out there in the market. "That is when you get user feedback. The idea is not to focus on a one-day launch. It is important to look at the unique thing about the concept, introduce a first version, capture feedback and evolve the product", he says.

"It takes a lot of persistence to succeed in the start-up space. We have taken four years to get established. You need good, high quality mentors for feedback and get them to invest in the company, so that they have skin in the game. Both first and second time entrepreneurs need good mentors", he comments.

Talking about how he views MoEngage two years from now, Raviteja says he expects it to be one of the largest marketing automation platforms for B2C companies.

Regarding NASSCOM's role in the start-up realm, Raviteja adds that the organization has launched good initiatives that are encouraging young companies to target global markets.

Organization
MoEngage India Private Limited

Name of Product
MoEngage

Year of Incorporation
2014

Headquarter
Bangalore

Website
www.moengage.com

Brief Description
MoEngage is a tool that enables app developers comprehend app users' behaviour across the usage lifecycle and create targeted campaigns.

Entrepreneur, angel investor and currently President and CEO of Parablu, Anand Prahlad has been involved with the company in the role of a mentor from the time it decided to launch a mobile product that would capture voice commands and take care of back-ups, file synching and data management across a multiplicity of devices.

The Parablu team knew that Dropbox was already available but was keen to offer a similar product that was more secure and cared about the privacy of users. Parablu developed a product where files did not leave the network of their users and that is how it was different. About a year-and-a half ago Parablu decided to offer users all this while using Cloud storage and ensuring security through encryption technologies.

Parablu is now helping companies securely take their businesses to the Cloud, whether public, private or hybrid, using its intelligent Cloud Access Security Broker (CASB) product.

As someone who has only recently come on-board Parablu following a stint with giant security company McAfee, Anand's move to a start-up has been a matter of personal choice. "It is ingrained in me. More than large organizations, I have enjoyed being part of the smaller ones. The ability to make things happen, to visualize a concept, bring it to fruition, take it to customers rapidly and see the cycle turn around quickly—I enjoy that", Anand says.

According to Anand, a start-up usually means you don't have brand recognition and have to claw your way into every deal, as CIOs of customer companies typically make safe decisions and go for the bigger players. "The challenge is really that—getting known and being recognized as a company with credibility. However, Parablu has gone head-to-head with larger competitors and forged deals with organizations such as Reliance and the Mahindra Group. Our software has come a winner with these companies", he informs.

Talking about the future of Parablu, Anand says he is bullish and optimistic. "We are in a great space. In the area of Cloud security, we have the number one

"As a start-up you usually don't have brand recognition and have to claw your way into every deal".

– Anand Prahlad,
President and CEO, Parablu

technology that will remain relevant over the next two-three years. If we are able to execute well, we will be in an enviable position".

The company's future plans also include expanding market penetration across India, the US and Europe. Essentially, Parablu is building itself up for acquisition opportunities.

Speaking about NASSCOM's role in catalyzing the start-up movement in India, Anand says the organization is doing excellent work. "NASSCOM has been useful for large companies as well as product start-ups. Its work with start-ups has been great, as start-ups are the lifeline for the industry's future".

Organization
Parablu Systems Pvt Ltd

Name of Product
BlyKrypt, BluSync, BluVault

Year of Incorporation
2012

Headquarter
Bangalore

Website
www.parablu.com

Brief Description
Parablu Systems Pvt Ltd's flagship solution BluKrypt offers a cloud-based security policy enforcement that ensures data security & privacy.

"We have got investments from many seasoned and noteworthy angels and institutional investors…and this has put a lot of fire behind us".

– Mrigank Tripathy,
Co-founder and CEO, Qustn Technologies

Qustn Technologies is the second start-up to be launched by Mrigank Tripathi, who has been drawn to the field of mobile learning management since the time he became an enterpreneur.

The company, barely a year old, and already drawing recognition within the industry, is making strides in the market with its Capabiliti solution, a mobile first learning management system that delivers any training, to any place, on any device. Growing at over 700 percent, the company has been able to acquire large customers such as Airtel, Flipcart, Rasci, GJSCI, among others.

Mrigank Co-founded Qustn recognizing the need that corporates had to train their employees, especially those in distributed, remote locations. "We realized that sales people were not getting training, and that was a big challenge. Qustn was set up to bridge the gap between the connected and the remote", he states.

The Indian government's vision to skill over 500 million people by 2022 also inspired Mrigank, as reaching this target would involve remote skilling.

In Mrigank's view, the company's journey so far has been great. The fact that Qustn was able to raise USD 400,000 within its very first year of inception, has underscored the fact that it is on the right track. "We have got investments from many seasoned and noteworthy angels and institutional investors who have committed to us while we are in our early stages. They have put their faith in us and this has put a lot of fire behind us", he shares.

According to Mrigyank, finding the right people at the right location and at the right price points has been a challenge for Qustn and is an issue that possibly faces all start-ups. He has learnt during his start-up journey that it is important to get money from the right people, that it is critical to build the business rather than look for money (as a good business will automatically draw money) and that it is crucial to be careful about the people that are hired. "Hire more for the will than skill because skill can be learnt, will cannot", Mrigank adds.

Going forward, the company is looking to go global and target the USD 60 billion market for digital assessments and learning. It will also solidify its Indian enterprise team and get more customers on-board.

Speaking about the work that NASSCOM is doing in the start-up space, Mrigank says the chamber has created and improved the market for every single start-up. "NASSCOM has been lobbying for the right legislations that support start-ups and that we need to create a Silicon Valley".

Organization
Qustn Technologies

Name of Product
Qtrain

Year of Incorporation
2014

Headquarter
Noida

Website
www.qustn.com

Brief Description
Qustn Technoligies is a unique skill enabler offering accessible, scalable& uniform learning opportunities for millions of mobile users.

L ed by Aruna Schwarz, CEO, Stelae Technologies was incorporated in 2012 with enterprise products that extract intelligence from content and are aimed at the B2B, B2B2C and aggregator segments.

Stelae Technologies is a software vendor funded by angel investors in Europe, Israel and India via the Indian Angel Network. "We launched Khemeia, an end-to-end content transformation workflow that unlocks unstructured content and renders it searchable, analyzable and minable", says Aruna. With the solution it is possible to inject the structured content into Business Intelligence and Analytics (IBM Cognos, SAP Business Objects), Content Management (IBM Filenet, SAP Opentext), Content Mining (Temis, Recommind) and Cognitive Learning and Search Platforms (IBM Watson).

"Using artificial intelligence techniques, Khemeia™ transforms unstructured data to intelligent content with is ready for use by Content Management, Search, Business Intelligence, Categorization, Data Discovery and Authoring and Publishing solutions", Aruna says.

The innovation in the patent filed Khemeia™, is the analysis and identification of content elements in documents like the human eye (headers, footers, titles, paragraphs, bulleted lists, graphics, tables, footnotes, etc). Since its inception, the company has been able to build up a robust customer base across the US, Europe and India. It has established its credentials in the aerospace and defence, legal, finance and compliance domains. The company's customers include reputed names such as Wipro, Rolls Royce Aerospace, Largardere, Deutsche Bank, Indian Air Force and Wolters Kluwer Global, among others.

The company has drawn industry recognitions since its launch, which highlight the traction it has achieved with its chosen markets. Part of the SAP Start-Up Focus network, Stelae Technologies was selected by the CIO Reveiw Magazine as one of the 20 Most Promising Product Companies in Asia and was also a winner of TechSparks 30 in 2013. More recently, in 2015, the company was recognized with

"We launched Khemeia, an end-to-end content transformation workflow that unlocks unstructured content and renders it searchable, analyzable and minable".

– Aruna Schwarz,
CEO, Stelae Technologies

the IBM Enterprise Software award for India and Asia Pacific and ranked among the nine global finalists.

According to Founder Aruna Schwarz, the company's key differentiators include its experienced enterprise software management team with product marketing, business development, delivery, and innovation experience. The company has forged technology partnerships with global leaders such as IBM, PTC and Mongo DB, that have enabled it to rapid scaling up through the sales channels of these companies, fill the gaps in its current technologies and be validated by prestigious customers.

Organization
Stelae Technologies

Name of Product
Khemeia

Year of Incorporation
2012

Headquarter
Chennai

Website
www.stelae-technologies.com

Brief Description
Khemeia by Stelae Tech is an automated transformation solution that unlocks unstructured content in documents rendering them navigable.

"We are a complete automation platform for e-commerce and online businesses".

– Saurabh Nangia, Co-founder and CEO, TargetingMantra

Saurabh Nangia, Co-founder of TargetingMantra set up the B2B company with the aim of taking personalization in the realm of e-commerce to the next level, transforming the user experience and improving conversion rates.

The company's Cloud-based personalization platform offers customers suggestions on what to buy based on their browsing and shopping habits.

Today TargetingMantra is providing a number of business solutions including Similarities, Recommendation Widgets and Targeting Tools to various e-commerce websites. Basically, these cover everything—from personalization to customization to analytics.

"When we began two years ago, we wanted to personalize the communication between the e-commerce company and its end users by analyzing information about them. This personalization is reflected in the entire flow of the e-commerce site—in the banners, section on new arrivals and recommendations. Even the order in which products are shown to customers is customized", says Saurabh.

Since its launch in October, 2013, TargetingMantra has used its time wisely, focusing on its product and seeking and hiring the best talent. As a company into machine learning models, data mining and at the cusp of Big Data scalable services, finding skilled and experienced manpower has been a bit of a challenge.

Another challenge faced by the company has been ensuring zero downtime. This is key as TargetingMantra is live on other e-commerce websites that in turn cannot afford to be down.

"Stressing on our product therefore has paid off for us. It has helped us to develop a high quality, innovative offering that offers 99.999 percent uptime. This has enabled us to draw customer referrals and generate positive word of mouth", Saurabh adds.

Going forward, TargetingMantra expects to become one of the leading marketing automation platforms in the global markets. "We want to be the de facto product that companies use for their marketing. In the future, we want all B2C companies to use our platform", he says.

Commenting about the role that NASSCOM is playing in championing the cause of start-ups, Saurabh states that the association has been a door for TargetingMantra to enter the start-up community. "As part of the 10,000 start-ups initiative, we have been able to network with like-minded people and help other budding entrepreneurs", Saurabh comments.

Organization
TargetingMantra

Name of Product
Snowflake Personalization & Marketing Automation Solution

Year of Incorporation
2013

Headquarter
Gurgaon

Website
www.targetingmantra.com

Brief Description
Snowflake is a marketing automation solution by TargetingMantra offering personalised web experience to customers of eCommerce companies..

happay

Anshul Rai, Co-Founder and CEO, Happay, set up the company in 2012. The start-up brought to market a business expense management solution that streamlines and simplifies the expense workflow of organizations—from expense reporting to reconciliation.

The offering makes expense management cashless, paperless and mobile, enabling companies to replace their manual business expense management systems which are costly and cumbersome with Visa cards.

All purchases made on these prepaid cards are auto recorded and classified on Happay's mobile platform. Employees can take pictures of receipts, record cash expenses and submit expense reports.

With the Happay Visa cards, which can be controlled through a mobile app and web platform, companies have real-time visibility and tighter control over their business spend.

A B2B payments side innovation, the Happay Visa card was launched to plug a significant gap in the market. "We realized that while there was a lot of innovation in the B2C segment, the B2B payments space hadn't changed at all. We felt businesses needed sophisticated solutions to handle their payments. Happay therefore exited the B2C space and decided to focus on the B2B domain", Anshul says.

Developing a proper card platform proved to be a challenge. "We spend time speaking to businesses and understanding the problems they were facing. We realized we needed to have a proper card platform, but none of us had experience in that space. Finally, we decided to build our own platform and get a Visa certification", he adds.

Once the company had the core engine running and was certified by Visa for the Asia Pacific region, it officially launched its product in February, 2015 after rigorous testing. Today, the company is doing transactions worth Rs. 1 crore a day, up from zero when it started!

"What you need is the right product, a product that customers love, which brings value to them".

– Anshul Rai,
Co-Founder & CEO, Happay

According to Anshul, a large part of the company's success is owing to the right kind of talent it has. The other factor is execution.

Based on these strengths, Happay has been able to build up a customer base of over 350 companies. Going forward, Happay is looking to focus heavily on the SME segment, get deeper into the payments domain and go global.

"People think the success of a start-up is directly proportional to the funding it receives. That is not so. What you need is the right product, a product that customers love, which brings value to them. When you have such a product you don't have to go to investors", Anshul comments.

Organization
VA TECH VENTURES

Name of Product
Happay

Year of Incorporation
2012

Headquarter
Bangalore

Website
www.happay.in

Brief Description
Built by VA Tech Ventures, Happay is a prepaid card-based solution enabling Indian corporates with efficient, real-time expense management.

Noida-based Vidooly Media Tech Pvt Ltd., launched online video analytics start-up Vidooly.com to help video content creators, brand and multichannel networks to optimize reach, increase views, build an audience base, boost performance and enhance revenues.

The company has recently raised an undisclosed amount in a seed round of funding from Bessemer Venture Partners (BVP), which the company says it will spend on enhancing its product and team and for acquiring new clients.

Vidooly's intelligent marketing and analytics software suite offers users features such as video tag suggestions, best time to upload, search rank analysis, competitor tracking, subscriber behaviour analysis and influencer collaboration.

"Today's content creators are developing good content but finding it difficult to target the right kind of audience to watch it. That is the reason we decided to launch a company addressing the video analytics side—something targeting content creators on YouTube. We did some due diligence and realized that no player in India or the Asian markets was working on this idea", Subrat adds.

The founders of Vidooly were challenged by the fact that none came from the video industry and had no experience in the sector. "However, if you learn quickly you can do it. Luckily because of our novel idea, on the day of our launch itself we were able to draw 1,000 visitors to our web site! That really motivated us and we felt companies would use our analytics tools", he says.

According to Subrat the success of the company lies in the fact that it spent a lot of time on the product.

In his view, hiring too is of the utmost importance. "You have to spend a lot of time on hiring. It is like a marriage".

The formula for getting funding according to Subrat is getting product traction in the early days and maintaining credibility in the market by putting in place a strong growth strategy.

Talking about Vidooly's future, he says the company is looking at itself as a vertical leader in the video analytics realm and not just as a cross platform company.

Speaking about the support Vidooly received from NASSCOM, Subrat says that the chamber was the first to get off the ground with its start-up initiatives. "NASSCOM's initiatives are touching both early stage as well as maturing entrepreneurs and the organization has done an amazing job in building the Indian tech start-up eco-system", he adds.

Organization
Vidooly Media Tech Pvt. Ltd.

Name of Product
Vidooly

Year of Incorporation
2014

Headquarter
Noida

Website
vidooly.com

Brief Description
Vidooly helps brands engage with their target audience and grow their audience base while enhancing their online content discoverability.
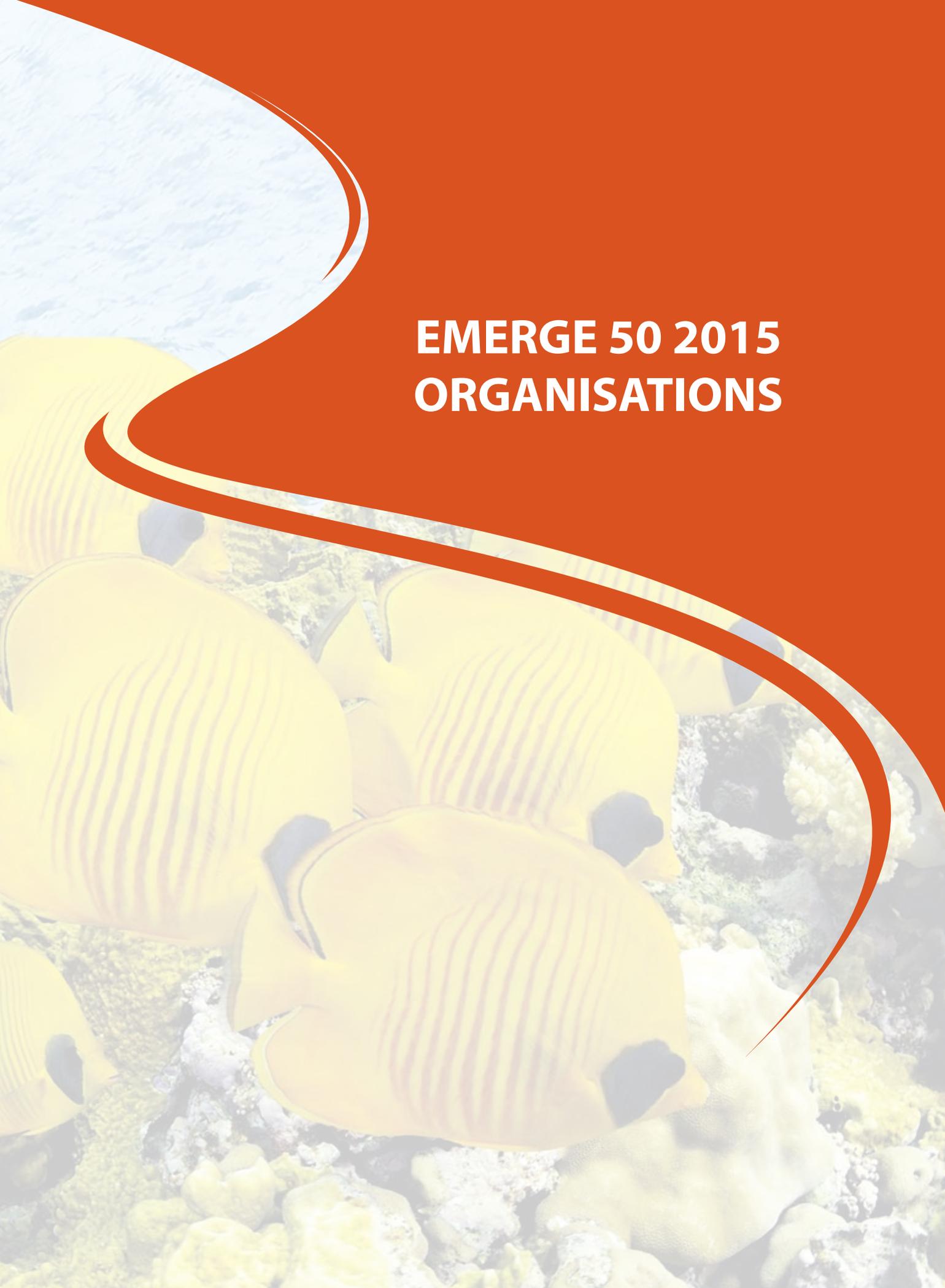
EMERGE 50 2015 ORGANISATIONS

Emerge 50 Profiles

Organization | 47Line Technologies Pvt Ltd

Name of Product | Batchly

Year of Incorporation | 2013

Headquarter | Bangalore

Website | www.batchly.net

Brief Description | Developed by 47Line Technologies Pvt Ltd, Batchly is an enterprise batch-processing solution that abstracts cloud complexity with no additional code, offering addressable savings of over 70%. Its pilot phase clients include Karvy, Trimble, Shutterstock, Zenga TV, Eros Now among others.

Organization | AdStringO Software Pvt. ltd.

Name of Product | Image File Compression (IFC)

Year of Incorporation | 2014

Headquarter | Navi Mumbai

Website | www.adstringo.in

Brief Description | AdStringO is an enterprise data management solution helping field representatives capture and compress documents to 1/20th the file size using scanners and mobile cameras. With its flagship product 'Image File Compression', AdStringO aims to digitally connect rural India with mainstream.

Organization | Algo Engines

Name of Product | Algo Engines

Year of Incorporation | 2012

Headquarter | Mumbai

Website | http://algoengines.com/

Brief Description | Mumbai-based Algo Engines is a platform offering comprehensive reports on data trends and performance milestones across different periods. Backed with machine learning algorithms, various KPIs and metrics, its also features dashboard views, graphs and integration with Google maps.

Organization | AllizHealth

Name of Product | HealthPrio

Year of Incorporation | 2011

Headquarter | Pune

Website | www.allizhealth.com

Brief Description | HealthPrio is a wellness platform by Pune-based AllizHealth that helps in tracking and early identification of health risks. A pro at analysing health data and suggesting mitigation options, the app offers care invententions on individual, family and community levels.

Organization | Appknox (XYSec Labs Pte. Ltd.)

Name of Product | Appknox

Year of Incorporation | 2014

Headquarter | Singapore

Website | https://www.appknox.com

Brief Description | Developed by XYSec Labs, Appknox is an automated cloud-based platform with CI integration to prevent against security threats. Its ability to ingrate via APIs fastens the development process for developers and a continuous scoring system helps maintain good coding practices.

Organization | Aureus Analytics Pvt. Ltd.

Name of Product | AUPERA - Aureus Persistency Analytics

Year of Incorporation | 2013

Headquarter | Singapore

Website | www.aureusanalytics.com

Brief Description | Developed by Singapore-based Aureus Analytics, Aupera is a predictive analytics tool that identifies customers likely to churn in the insurance sector. Leveraging a wide variety of data set, Aupera empowers business users with targeted action points and cost saving insights.

Organization | CanvasFlip Solutions Pvt Ltd

Name of Product | CanvasFlip

Year of Incorporation | 2014

Headquarter | New Delhi

Website | http://canvasflip.com

Brief Description | Delhi-based startup CanvasFlip is a prototyping suite that helps enterprises create and validate app prototypes and design user experience. CanvasFlip helps Paytm, MakeMyTrip, Snapdeal and others enhance app effectiveness by bringing closer the product manager, app designers and development team.

Organization | CarIQ Technologies Pvt. Ltd.

Name of Product | CarIQ

Year of Incorporation | 2013

Headquarter | Pune

Website | www.mycariq.com

Brief Description | Pune-based CarIQ is India's first connected car platform, enabling a vehicle owner remotely manage, monitor, and interact with the vehicle. With CarIQ, technologically advanced 'smart' car capable of intelligent decision-making and bringing tailor-made services to the owner, is a reality.

Organization | Cloudcherry Analytics Private Limited

Name of Product | Cloudcherry

Year of Incorporation | 2013

Headquarter | Chennai

Website | https://www.getcloudcherry.com/

Brief Description | Cloudcherry is a SaaS-based analytics tool that translates customer feedback into real-time actionable insights comprising Customer Delight Meters, real-time alerts etc. Cloudcherry's active sentiment mapping helps brands not only delight and retain loyal customers but also build new customers.

Organization | CogniCor

Name of Product | CIRA (CogniCor Intelligent Resolution Assistant)

Year of Incorporation | 2011

Headquarter | Barcelona

Website | www.cognicor.com

Brief Description | Barcelona-based CogniCor Intelligent Resolution Assistant is a cognitive virtual agent that resolves customer queries, provide explanations and solve issues, based on patent pending artificial intelligence. CogniCor offers reduced call handling time and >90% first contact resolution for telcos and banks.CogniCor offers reduced call handling time and >90% first contact resolution for telcos and banks.

Organization | Enlightiks

Name of Product | Querent

Year of Incorporation | 2012

Headquarter | Bangalore

Website | www.enlightiks.com

Brief Description | Built by Bangalore-based Enlightiks, Querent is a predictive analytical tool for the healthcare ecosystem offering dashboards, predictive models and a vareity of solutions and modules that facilitate insight-based forward-looking decision making and personalised care.personalised care.

Organization | Entrib Technologies

Name of Product | ShopWorx

Year of Incorporation | 2011

Headquarter | Pune

Website | entrib.com

Brief Description | Developed by Pune-based Entrib Technologies in 2011, ShopWorx is a real-time monitoring, communication improvement, process optimization, trend analytics and dashboard solution for effectively operating a manufacturing shop floor with high levels of efficiency and cost reduction.

Emerge 50 Profiles

Organization | Findulum Techlabs Pvt Ltd

Name of Product | Smartpocket

Year of Incorporation | 2013

Headquarter | Bangalore

Website | www.smartpocket.in

Brief Description | Smartpocket is a flagship product by Bangalore-based Findulum Techlabs that serves as a platform streamlining a consumer's interaction points such as cash management with a fixed set of brands, vendors and local businesses which a consumer engages with regularly.

Organization | Infrovate Consulting and Solutions

Name of Product | Infrovate TMS

Year of Incorporation | 2013

Headquarter | Bangalore

Website | www.infrovate.com

Brief Description | Operational since 2013, Infrovate TMS is the first India-madesolution that enables concessionaires collect toll accurately at the toll plazas. Built indegenously with an innovative mindset, Infrovate infuses additional reliability, security and transparency in the toll operation.

Organization | InstaSafe

Name of Product | InstaSafe Secure Access (ISA)

Year of Incorporation | 2012

Headquarter | Bangalore

Website | www.instasafe.com

Brief Description | Started in 2012 in Bangalore, InstaSafe is a cloud-based secure remote access provider that allows access to behind the firewall apps from any device anywhere.Backed with hardware free, zero configuration, fully redundant secure access service, Instasafe is deployable in minutes.

Organization | Jiffstore Software Labs Pvt Ltd

Name of Product | Jiffstore

Year of Incorporation | 2013

Headquarter | Bangalore

Website | www.jiffstore.com

Brief Description | Jiffstore is a Bangalore-based e-commerce platform which empowers small retail stores and supermarkets to reach out to their customers. For shoppers, it is a convenient way of ordering groceries at the touch of a button, from stores in the vicinity.

Organization | LogiNext

Name of Product | Last Mile

Year of Incorporation | 2014

Headquarter | Mumbai

Website | www.loginextsolutions.com

Brief Description | Developed by Mumbai-based logistics and supply chain analytics startup LogiNext, Last mile leverages big data and offers smart mobile apps that helps the delivery executive access details about a customer and best possible route to reach in minimum possible time.

Organization | LoudCell Technologies Pvt. Ltd

Name of Product | iEFMS (intelligent Energy & Fuel Management System)

Year of Incorporation | 5/12

Headquarter | New Delhi

Website | www.loudcell.com

Brief Description | Developed by Delhi-based LoudCell, iFMS(intelligent Energy & Fuel Management System) is an innovative and highly integrated fuel & energy monitoring platform for power generators that enables energy efficient and reliable MIS & fuel tracking.

Organization | MaxMyTV

Name of Product | MaxMyTV

Year of Incorporation | 2012

Headquarter | Chennai

Website | http://www.maxmytv.com

Brief Description | MaxMyTV is an Android based tool that upgrades TV to a Home Automation and Social Media Control Center. It empowers the control home sensors enabling the user to control almost every other device in the house via the television.

Organization | Mindlogicx Infratec Ltd

Name of Product | IntelliEXAMS - The Examination Management System

Year of Incorporation | 2010

Headquarter | Bangalore

Website | http://www.mindlogicx.com

Brief Description | Implemented across 15 nodal operating centers, IntelliEXAMS - The Examination Management System is an end-to-end managed application service developed by Bangalore-based Mindlogicx Infratec Ltd. It transforms the conventional examination system to bring in transparency, ease of operations and cost savings.

Organization | MintM

Name of Product | Shelf

Year of Incorporation | 2012

Headquarter | Bangalore

Website | shelf.mintm.com

Brief Description | Shelf is an innovative cloud-based advertising network built by Bangalore-based digital marketing startup MintM's. As MintM's flagshp product, Shelf helps brands maximise their impact and engage with customers at the point ofpurchase while also offering real-time tracking through ad analytics.

Organization | Mobiotics

Name of Product | vLive Multiscreen OTT Platform

Year of Incorporation | 2015

Headquarter | Bangalore

Website | www.mobiotics.com

Brief Description | Mobiotics vLive is a customisable multi screen streaming platform for media enterprises that enables OTT content delivery, engagement and monetization for operators, broadcasters and content owners.Particularly suited for emerging markets, it offers end-end technology, customisation and managed service options.

Organization | Secure Bitcoin Traders Pvt. Ltd.

Name of Product | Coinsecure

Year of Incorporation | 2014

Headquarter | Delhi

Website | https://coinsecure.in/

Brief Description | Developed in 2014 by Delhi-based Secure Bitcoin Traders Pvt. Ltd, Coinsecure is an algorithmic trading platform and an advanced Bitcoin wallet solutions in India. Fast, secure and simple, it allows Indian residents to exchange Bitcoins for INR and vice-versa.

Organization | SetuServ

Name of Product | MineforInsights

Year of Incorporation | 2013

Headquarter | Hyderabad

Website | www.setuserv.com,
www.mineforinsights.com

Brief Description | Developed by Hyderabad-based startup SetuServe, MineforInsights is a scalable tool that extracts actionable insights for app makers through mining app reviews. It identifies UX issues such as bugs, crashes and feature requests enabling app makers to resolve customer problems.

Emerge 50 Profiles

Organization | SFT Labs Private Limited

Name of Product | SFT - Swift File Transfer

Year of Incorporation | 2015

Headquarter | Noida

Website | www.swiftfiletransfer.com

Brief Description | Developed by Noida-based SFT Labs Pvt. Ltd., SFT - Swify File Transfer is an offline content delivery technology allowing users to send photos, folders, videos, apps etc. across Android devices wirelessly, without using intenet, data cable, Wi-Fi or NFC platforms.

Organization | Shipdesk Solutions Pvt. Ltd.

Name of Product | Shipdesk

Year of Incorporation | 2014

Headquarter | Bengaluru

Website | www.shipdesk.in

Brief Description | Shipdesk is an innovative cloud based solution that allows e-merchants cheapest shipping rates with an easy plug-in that integrates with leading marketplaces and ecommerce platforms. It also helps them manage order, tracking and fulfillment data in real time across systems.

Organization | Singularity Healthcare IT Systems Private Limited

Name of Product | EClinic 24/7

Year of Incorporation | 2015

Headquarter | Bangalore

Website | www.eclinic247.com

Brief Description | EClinic 24/7 is a telemedicine platform that offers round-the-clock, on-demand healthcareby connecting doctors and patients in real-time. It features a cloud-based Electronic Health Record system that offers ubiquotous access to records and also supports uploading external medical records.

Organization | Smiling Star Advisory Pvt Ltd

Name of Product | Buddy4Study

Year of Incorporation | 2011

Headquarter | Noida

Website | www.buddy4study.com

Brief Description | Set up by Noida-based Smiling Star Advisory Pvt. Ltd.,Buddy4Study is a platform that connects scholarship promoters to scholarship seekers. It helps scholarship promoters in designing simple, unified and efficiant scholarship processes from process creation, promotion to scholarship application.

Organization | Stelling Technologies Pvt. Ltd.

Name of Product | RailYatri

Year of Incorporation | 2011

Headquarter | Noida

Website | www.railyatri.in

Brief Description | Built by Stelling Technologies Pvt. Ltd., RailYatri is an innovative travel app offering a range of train travel related content over mobile. The app is also popular among travellers with its peripheral services such as meals delivery and taxi booking.

Organization | Storefront Display Technologies (India) Private Limited

Name of Product | Nifty Window

Year of Incorporation | 2013

Headquarter | Bangalore

Website | www.niftywindow.com

Brief Description | Developed by Storefront Display Technologies Pvt. Ltd., Nifty Window is a distributed content marketing platform helping brick-and-mortar businesses drive in-store sales across search, social media and mobile channels through simple-to-use, rich content generation and distribution tools, via a single software-as-a-service.

Organization | StoryXpress Digital Media Private Limited

Name of Product | StoryXpress

Year of Incorporation | 2014

Headquarter | Gurgaon

Website | www.storyxpress.co

Brief Description | Based in Gurgaon and founded in 2014 by IIT Hyderabad students, StoryXpress automates video creation for SMBs. It is a cloud-based video engine that can take data feeds (images, text and videos) and generate videos at scale in real time.

Organization | Tickto

Name of Product | Tickto Proximity App

Year of Incorporation | 2014

Headquarter | Sunnyvale

Website | tickto.com

Brief Description | Tickto is a micro-location platform enabling real-time insights for retailers and brands to provide richer in-store experience for shoppers. It offers tool required for measuring, analyzing and optimizing marketing, human resources, loyalty measurement and operations management for a store.

Organization | ToneTag

Name of Product | ToneTag

Year of Incorporation | 2013

Headquarter | Bangalore

Website | www.tonetag.com

Brief Description | ToneTag is a patent-pending, integrated library that allows easy and secure offline payments through mobile using sound or NFC (tag). Set to make cash and plastic cards redundant, Tone Tag helps businesses enable seamless in-store m-ayments for their customers.

Organization | Tookitaki

Name of Product | Discover

Year of Incorporation | 2014

Headquarter | Singapore

Website | www.tookitaki.com

Brief Description | 'Discover' by Singapore-based Tookitaki, is a predictive, knowledge automation platform that helps create relationships between marketing decisions and business results. It is used by Star TV for content planning, Quickr for Digital Media Management and UNilever for communication planning.

Organization | Tydy

Name of Product | Tydy

Year of Incorporation | 2012

Headquarter | Bangalore

Website | https://www.tydy.it

Brief Description | Tydy is a mobile onboarding and engagement platform that gives businesses a platform to create, deliver and access in-depth analytics on engagement, culture building and learning content for mobile devices offering every one involved a sophisticated user interface experience.

Organization | Versant Online Solutions

Name of Product | MeraEvents

Year of Incorporation | 2012

Headquarter | Hyderabad

Website | http://www.meraevents.com/

Brief Description | MeraEvents is a one-point solution dedicated to events, conferences, exhibitions and trade fairs. Theleading Indian portal brings together entire event community within a single framework benefitting organizers, service providers and delegates alike.

Emerge 50 Profiles

Organization | Vishala Solutions Pvt. Ltd.

Name of Product | Planmyad

Year of Incorporation | 2014

Headquarter | Kolkata

Website | https://planmyad.com/

Brief Description | Built by Vishala Solutions Pvt. Ltd., Planmyad is a marketplace for the outdoor advertising industry. Besides featuring a pro-transaparency feature called'Campaign Calculator' to calculateaverage prices of media, it enables direct online negotiation through a counter-offer mechanism.

Organization | Yuktix Technologies Private Limted

Name of Product | Agricultural Disease Prediction System

Year of Incorporation | 2013

Headquarter | Bengaluru

Website | www.yuktix.com

Brief Description | Developed by Bangalore-based Yuktik Technologies, Agricultural Disease Prediction System is a solar-powered wireless network installed in agricultural fields based on which crop-specific SMS alerts for pesticide spraying can be disseminated.

Organization | yUni Networks Pvt. Ltd.

Name of Product | BhaiFi - Not Just WiFi

Year of Incorporation | 2014

Headquarter | Gurgaon

Website | www.bhaifi.com

Brief Description | Developed by Uni Networks Pvt. Ltd, Bhai-Fi offers centrally managed online account. It meets the growing demand for free WiFi at cafe, restaurants, etc. by converting an existing unsecured Wi-Fi hotspot into a powerful and secure internet access point.

Organization | Zettata

Name of Product | Zettata

Year of Incorporation | 2013

Headquarter | Mountain View

Website | www.zettata.com

Brief Description | Zettata is an enterprise-grade search software that enhances effectiveness of e-commerce sites. It provides accurate search results for consumer or business users, by combining search algorithms, behavioral analysis and advanced machine learning, thereby optimising revenue per visit for every customer.
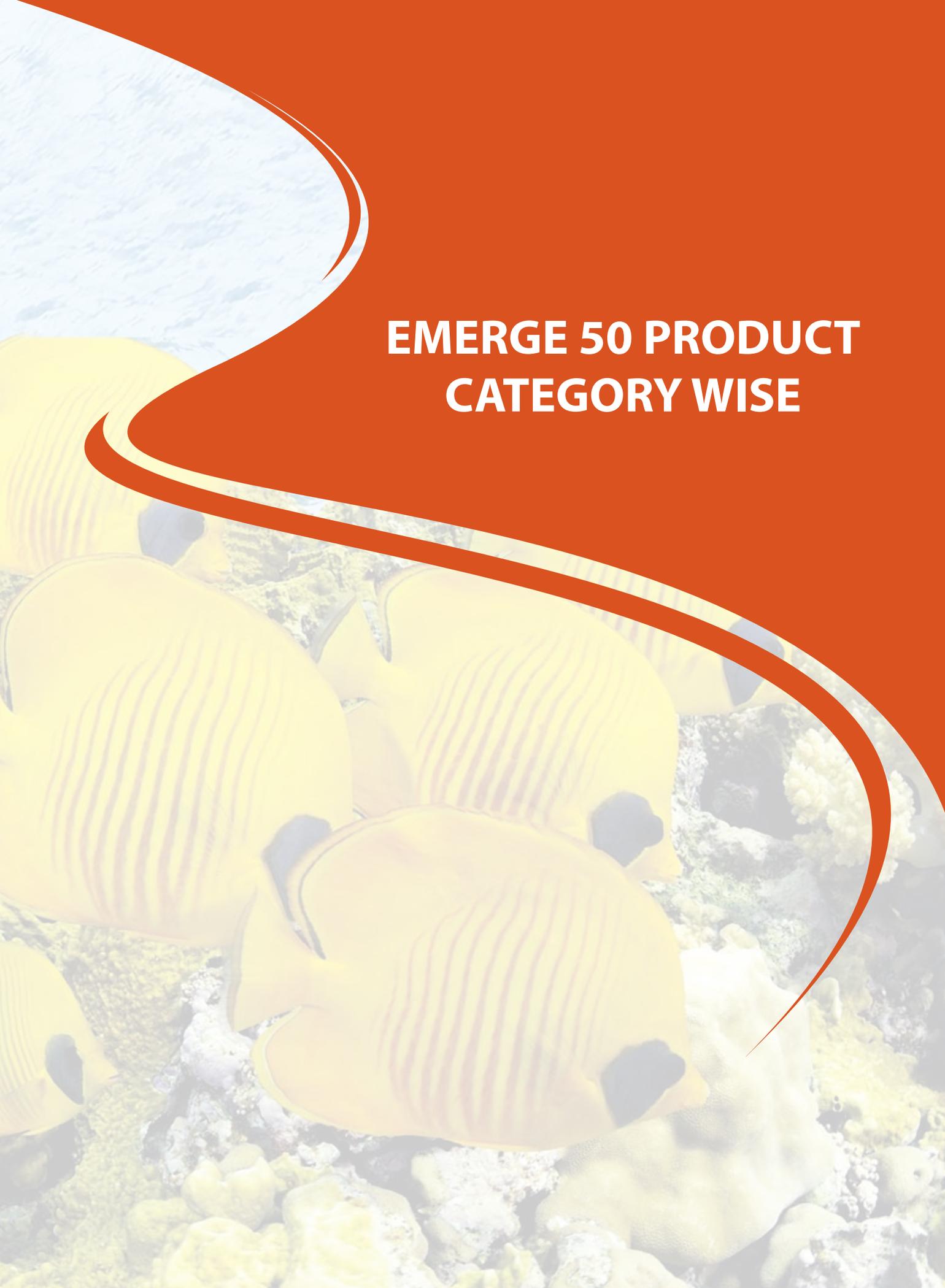
EMERGE 50 PRODUCT CATEGORY WISE

Cloud Based

47Line Tech

Mobiotics

Algo Engines

Parablu Systems

Aureus Analytics

Qustn*

CanvasFlip

SFT Labs

CarIQ

Singularity Healthcare

Cloudcherry Analytics

Smiling Star Advisory

Enlightiks

Tickto

Entrib

yUni Networks.

HackerEarth*

Zettata

InstaSafe

Jiffstore

Enterprise Products

AdStringO Software

Mobiotics

Aureus Analytics

Parablu Systems

CanvasFlip Solutions

SetuServ

Cloudcherry Analytics

Smiling Star Advisory

CogniCor

Stelae*

Entrib

Tookitaki

HackerEarth*

Tydy

InstaSafe

Zettata

LogiNext

Mindlogicx Infratec

Versant Online Solutions

Yuktix

Big Data / Analytics

Algo Engines

MintM

Aureus Analytics

Mobiotics

CarIQ

SetuServ

Cloudcherry Analytics

Targeting Mantra*

CogniCor

Tickto

Enlightiks

Tookitaki

Entrib

Vidooly Media

Jiffstore Software Labs

Zettata

LogiNext

Mapmygenome*

Enterprise Mobility

AdStringO Software.

SetuServ

Algo Engines

SFT Labs

Appknox

Smiling Star Advisory

CarIQ

LogiNext

Findulum Techlabs

Tydy

InstaSafe

Mobiotics

Jiffstore

Qustn*

Social / Web 2.0

HackerEarth

MoEngage*

Smiling Star Advisory

Versant Online Solutions

IOT

Algo Engines

CarIQ

Entrib

Infrovate Consulting &

Solutions

InstaSafe

LoudCell

MaxMyTV

Tickto

Yuktix

ADTECH

StoryXpress Digital Media

MintM

MoEngage India

Targeting Mantra

Vidooly Media Tech*

Vishala Solutions

yUni Networks

Security Infra

Appknox

InstaSafe

yUni Networks

Parablu Systems*

Smart Infra

Infrovate Consulting & Solutions

InstaSafe

Tickto

yUni Networks

Health Tech

Enlightiks

Mapmygenome*

Singularity IT Systems

Allizhealth

Next Gen Commerce

Findulum Techlabs

Jiffstore Software

Shipdesk Solutions

Storefront Display

Zettata

Versant Online Solutions

Stelling Technologies Pvt. Ltd.

Others

Yuktix[1]

Mindlogicx Infratec[2]

Qustn[2]

Smiling Star Advisory[2]

Mobiotics[3]

Canvasflip[3]

MoEngage[4]

[1]Agritech
[2]EduTech
[3]Software Development
[4]E-Governance
*Emerge 50: League of 10

SELECTION FRAMEWORK AND JURY

Selection Framework

Emerge 50 Awards
2 0 1 5

Call for Nominations

- Nominations were called on a predefined questionnaire designed by Zinnov based on parameters of evaluations.
- The nominations were then validated for completeness and eligibility.

353 accepted out of 513 Nominations

Primary Evaluation

- Zinnov team prepared a mathematical model based on age (year of establishment), size (latest revenue), Innovation type (tech/biz model) and nature (B2B/B2C…)
- Nominations were analyzed on a number of parameters including financials, growth, market differentiator, customers, market visibility, innovation impact etc.

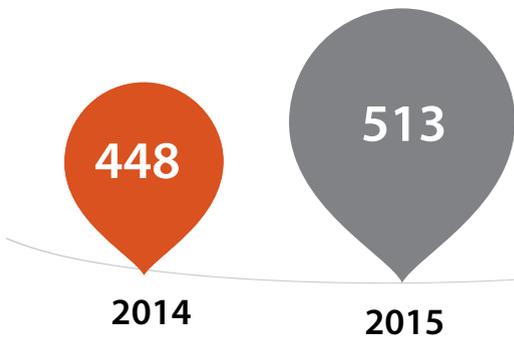**First Shortlist – 71 companies**

Jury Evaluation

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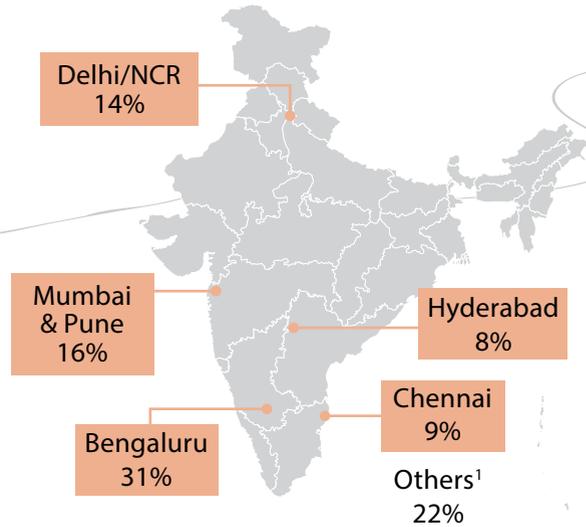
Awardees

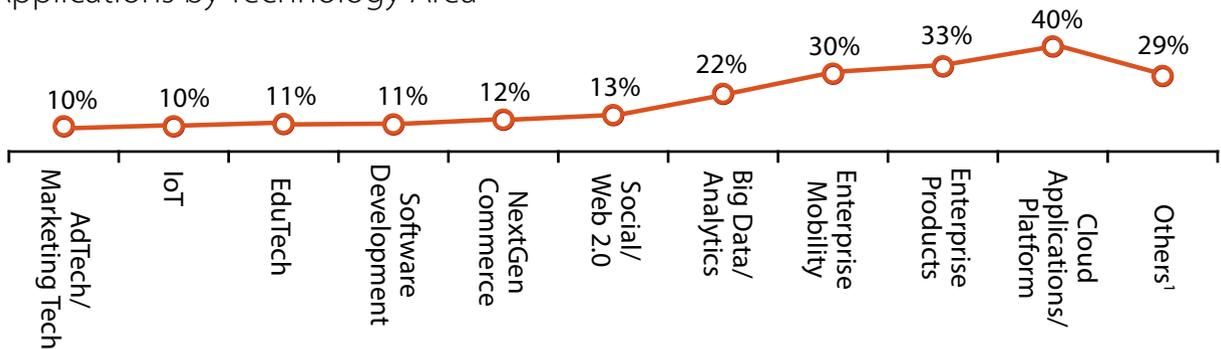# Statistics from Nominations this Year

Number of Applications

448 2014

513 2015

Location Wise Split of All Applications

- Delhi/NCR 14%
- Mumbai & Pune 16%
- Hyderabad 8%
- Chennai 9%
- Bengaluru 31%
- Others[1] 22%

[1]Others Include: Kolkata, Kochi, Indore, Trivandrum, and others with less than 1% contribution, Ahmedabad & Kolkata around 2.5% each

Applications by Technology Area

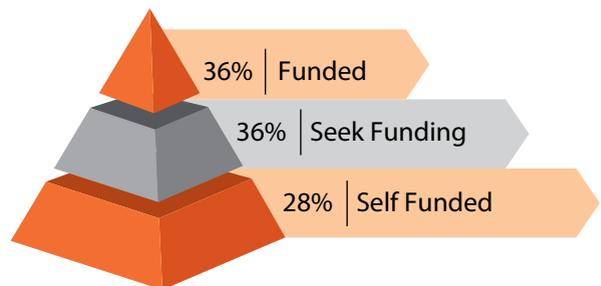| Technology Area	Percentage
AdTech/Marketing Tech	10%
IoT	10%
EduTech	11%
Software Development	11%
NextGen Commerce	12%
Social/Web 2.0	13%
Big Data/Analytics	22%
Enterprise Mobility	30%
Enterprise Products	33%
Cloud Applications/Platform	40%
Others[1]	29%

[1]Others Include AgriTech, eGov, Smart Infra., FinTech, Security Infra and Health Tech | Represents non unique presence in technology

Intellectual Property Landscape

- 5% | Patented
- 37% | No/Not Required
- 58% | Applied/ In Process
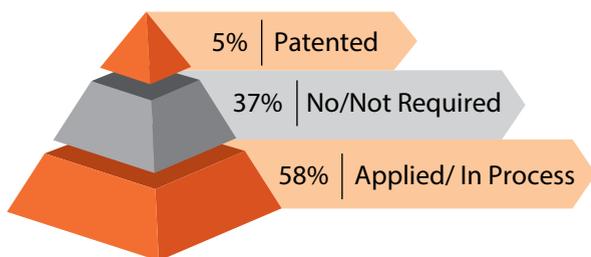
Funding Landscape

- 36% | Funded
- 36% | Seek Funding
- 28% | Self Funded

Jury Members

G N Shrinivas
Walmart

Anuja Shukla
Google India

Dev Khare
Lightspeed Venture Partners

Arun Seth
Alcatel Lucent

Anand Daniel
Accel Partners

Chetan Garga
AllState

Dhruv Singhal
Amazon

Alok Kejriwal
Game2Win

Anoop Mathur
CIO Angel Network

Avnish Sabharwal
Accenture

Ken Schutt
Google's Cloud Platform Business

Amit Boni
Motorola Mobility

Jury
Members

Vinod Sood
Hughes Systique Corporation

Vijaya Kumar Ivaturi
Crayon Data

SanjivKovil
Wipro

Sanjay Mehta
MIAI Intelligence

Pallav Nadhani
Fusion Charts

Rajinish Kattiyil
Microsoft Ventures

Ram Narayanan
eBay Product Development
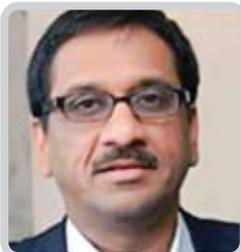Centre, India

Ramesh Lognathan
Progress Software

Prakash Advani
Canonical

Maninder Grewal
Healthfore

Taher H. Khorakiwala
MeemAin Capital Advisors

NavyugMohnot
QAI

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