

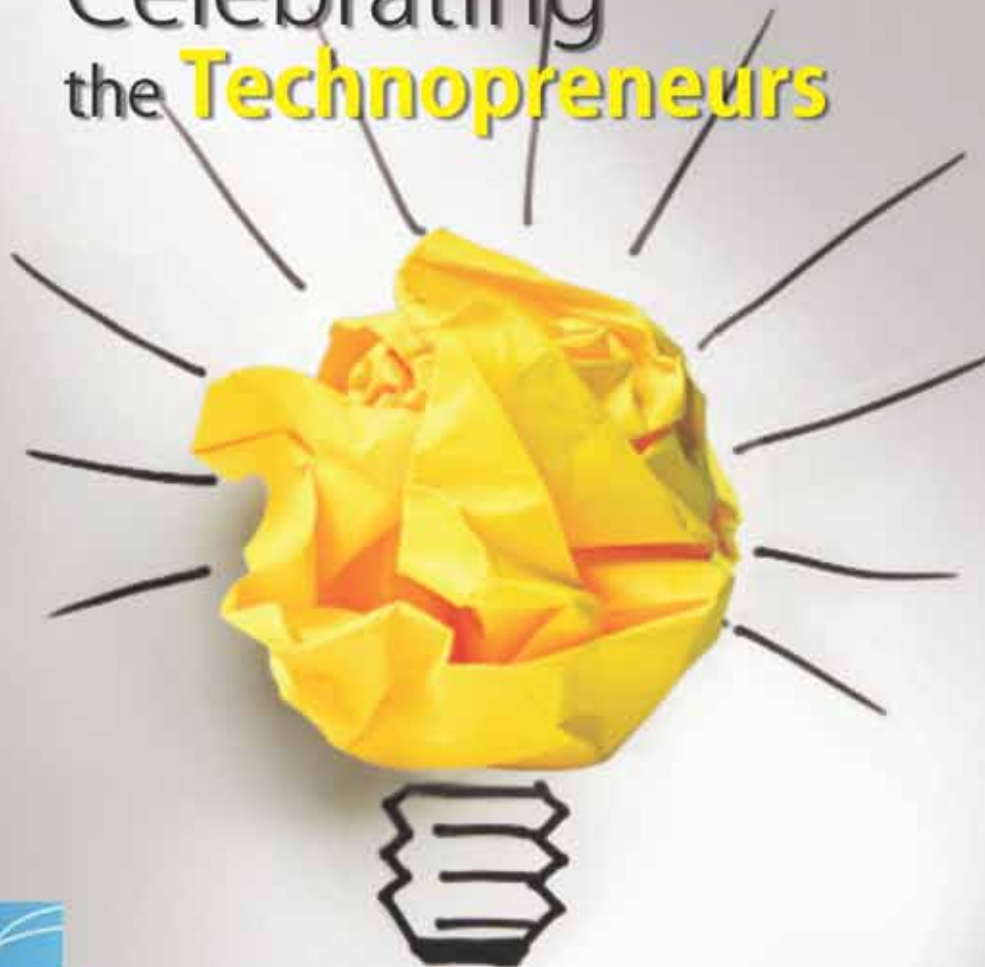
NASSCOM<sup>®</sup>

Emerge

50  
Awards

2 0 1 6

# Celebrating the **Technopreneurs**



Process Partner

**zinnov**

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COMPANY  
**PROFILES**

# Congratulations to **EMERGE 50** **WINNERS**



**R Chandrashekhar**  
President, NASSCOM

**G**lobally, the Product ecosystem's growth journey has matured with technology disruptions, new business models and change in funding patterns.

Innovative software capabilities are poised to dramatically transform and disrupt the incumbents, despite their largeness in size. The technology disruptions created by waves of cloud, social, mobile and big data technologies are being adopted and adapted to at a furious pace, both globally and domestically. Indian companies, now, have this unique opportunity to seize this moment in history, and NOT shy away from 'tough' markets. Which of course they are doing with great aplomb.

Accordingly, the 8<sup>th</sup> edition of 'NASSCOM Emerge 50 Awards' identifies, showcases and supports the top 50 high-potential emerging product centric organisations in the country, that are redefining the benchmarks of excellence for the technology industry. The list is a bellwether for the direction in which these innovative emerging organisations in the country are headed.

The enthusiasm of entrepreneurs this year - like every other edition - has been boundless and overwhelming. The nominations in 2016 were characterised by a mixture of burgeoning success stories and promising start-ups with exciting new solutions for the future. It was indeed most encouraging to see the maturity of the products being judged. Interestingly, the product landscape now exceeds the boundaries of software alone, and finds synergy in hardware including other branches of science.

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

Our esteemed Jury members met the founders of the shortlisted organisations in the cities of Delhi, Bangalore and Mumbai, to arrive at the list of Emerge 50 and the 'League of 10'. As you read on you will see, it spans across technology areas like, IoT, cloud, enterprise SaaS, mobility, big data/analytics, FinTech, Healthtech, NextGen Commerce, AdTech, etc. It is most refreshing to note, seventy-five per cent of the top 50 are in the B2B segment. In

addition, 80% have a global focus, lending heft to our earlier observation - innovators in India are not shying away from tough markets.

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



**Ravi Gururaj**  
Chair, NASSCOM Product Council

# RIGHT SKILL RIGHT TALENT



## About the product

Edge Networks is leveraging technology to match people with jobs. Its solutions offer customers innovative and advanced technologies, techno-domain expertise, intuitive user experiences and tangible business benefits (million dollar savings, time reduction and increase in supply visibility). The solutions facilitate talent acquisition, internal workforce optimization and talent analytics.



## Enabling Workforce Transformation with Data Science and Artificial Intelligence

**Product's Name:** HIREalchemy

**Name of the organization:** AVR EdGE Networks

**At the helm:** Arjun Pratap, Founder and CEO

**Year of incorporation:** 2012

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

**Vertical/Horizontal play:** Big data/ Analytics, Enterprise Product (Talent Acquisition)

## Journey so far

It was in August, 2011 that Arjun Pratap (Founder and CEO) decided to develop 'matching technology', to connect people with jobs. Taking the support of service provider Wipro, and working on its own to research, experiment and design a solution prototype, EdGE Networks came up with an offering that dealt with a pain point of HR – reading assessing resumes against requirements.

Along the way, customers such as HCL and Microland also became mentors, teaching Edge how to build itself and become more relevant using analytics. Today, Edge has evolved into a company that is catering to the future skills requirements of customers.

## Way forward

Edge is now talking to global players about how they can lower attrition rates and analyze data of associates. Its vision is to be the best 'search and match' company in the world.



## Innovation

EdGE Networks uses Data Science and Artificial Intelligence (AI) to help the HR department of companies deal with their talent acquisition and workforce optimization challenges. With its specialized tools such as HIREalchemy, it runs aggregated automated searches from multiple sources, doing away with 'resume banking', facilitating just-in-time hiring and enabling companies to recruit the right person for the right job.

# ECG DIAGNOSED! REAL TIME, REMO TELY!!



Bringing advanced, cost-effective and remote cardiac care to hospitals

Product's Name: MIRCaM

Name of Organization: Cardiac Design Labs

Year of Incorporation: 2012

At the helm: Anand Madanagopal, Founder and CEO

Website: [www.cardiacdesignlabs.com](http://www.cardiacdesignlabs.com)

Vertical/Horizontal Play: IoT/Wearable, HealthTech



## About the Product

MIRCaM uniquely provides large, medium and small hospitals with comprehensive, advanced and cost-effective remote cardiac diagnostics. The design of the product, the ease of the workflow using apps and the flexible business model makes MIRCaM a perfect fitment in these segments.



## Journey so far

The idea of exploring the healthcare market and develop MIRCaM came to Anand Madanagopal after almost nine months of researching different disease patterns. Having found the central idea, the company got an angel investor on board to get the funds and get started. Cardiac Design Labs defined milestones at shorter, achievable intervals, to put the bigger vision in place. It put forth a story that could be sold to customer. Learning from its failure, the company surrounded itself with the right support system and people. There were founders who could rely on each other and fight together.

## Way forward

The product will be made scalable going forward. Cardiac Design Labs expects to increase its customers from seven to 50 by the end of October, 2016 and go higher by February-March next year. Plans are afoot to work with leading hospitals in Delhi, Bihar and Bengaluru and even deploy the solution in Australia and Singapore.

## Innovation

MIRCaM is the only solution (three-in-one) device in the world to provide comprehensive, 12 lead affordable ECG diagnostics. It also brings to users a real time processing using an intelligent cardiac clinical analytics engine, remote workflow and monitoring anywhere.

NAVIGATE.  
**STAY FIT.**  
INTERACT.



Providing the world's first futuristic haptic footwear

Product's Name: Lechal

Name of Organization: Ducere Technologies, one of India oldest and first wearable hardware start-up firms

Year of Incorporation: 2012

At the helm: Krispian Lawrance, Founder and CEO

Website: <http://www.lechal.com/>

Vertical/Horizontal Play: IoT/ Wearable, Fitness/Healthcare and Accessibility



### About the product

Lechal is smart footwear, where users can set the destination in their apps, and let Lechal's haptic or vibratory feedback show them the way. The product offers features such as Plug and Play, simple and stylish Pods that snap into smart footwear and connect to the app, and the Lechal app which provides easy access to turn-by-turn and fitness-based navigation.



### Journey so far

Ducere, created with the mandate of crafting cutting-edge products, has grown from two people in a small apartment to a team of 110! Beginning with an initial idea of helping the visually impaired with navigation, the company broadened the scope of the product realizing its benefits for a wider audience. Looking beyond accessibility, the company targeted Lechal at the 'outdoor market' – in geographies such as North America, Europe, Middle East and India. Initially bootstrapped (with an investment of USD 250,000), the company has raised USD 2.5 million in 2013 from angels in its own network.

### Way forward

The company is now looking to raise growth capital and improve its competitiveness and reach across 70 countries worldwide. The aim is to focus on R&D in wearables, reach a sizeable user base and see at least one more product getting launched over the next two years.

### Innovation

Ducere, India's first wearable technology company, has launched the world's first haptic footwear, positioned as the Footwear of the Future. The product offers GPS navigation and more for the feet, and is especially useful for the visually challenged.



# BUILD ANYTHING



**Instantly deploy hot-fixes in a prod App. No updates required !**

**Product's name:** Hansel.io

**Name of organization:** Hansel Software Pvt. Ltd.

**At the helm:** Varun Ramamurthy Dinakar, Parminder Singh, Mudit Krishna Mathur (Co-Founders)

**Year of incorporation:** 2015

**Website:** www.hansel.com

**Vertical/horizontal play:** Mobile, Development & Deployment



## About the product

Hansel.io addresses two big gaps in the mobile developer market – the lack of solutions that effectively work within the guidelines of the top operating systems to provide developers control at runtime and the lack of a solution that closes the diagnosis-resolution-communication loop.



## Journey so far

Hansel began working on its product in October, 2015 and went live with the evolved offering in February, 2016. It started with a small pilot and enhanced the product in small spurts. Even though it was a global product, the founders were keen to have private betas in India, as the country provided opportunities for massive scale.

The company in fact began dealing with massive scale, with more than 120 million sessions on its servers every day. Hansel's hot fixes impacted more than five million devices positively. Some of the largest travel, commerce and content companies are now using Hansel, with many more going live since its launch this year.

## Innovation

Aimed at helping the 8.7-million-plus mobile developer community, Hansel.io is a complete toolkit that automatically reproduces issues, allowing developers to fix crashes at runtime and dynamically communicate with users at issue level. For the first time in fact, developers can fix a poor experience in five minutes, instead of weeks.

## Way forward

The company is now looking at platform expansion – essentially becoming cross-platform. Based on what clients want, it will also start supporting Augmented Reality situations (AR). In fact, when the Virtual Reality/Augmented Reality storm gets larger, the company wants to provide platform support and also foray the world of gaming.

# WHERE DEAD-END MEETS INNOVATION



**Autonomous Robots for smart logistics.**

**Product's name:** ArkRobot

**Name of the organization:**  
iFuture Systems

**At the helm:** Rajesh Manpat, CEO

**Year of incorporation:** 2008

**Website:**  
<http://www.ifuturesystems.com/>

**Vertical/Horizontal Play:**  
Robotics, E-commerce, Automotive, and Logistics



## About the product

ArcRobot is stated to be the world's most advanced, cutting-edge technology for customers in segments such as E-commerce, Automotive, and Logistics. It has been designed to reduce labor intensive manpower, improve accuracy and enable faster pick rates. The product is targeted at automation fulfillment centers, distribution centers, retail stores, automotive spares, logistics and parcel sorting companies.

## Journey so far

Based on the experience that he had accumulated through a company founded for Machine Building, Rajesh Manpat decided to enter the market for industrial robots. However, since 95 percent of iFuture's customers were Indian and automation a challenge because of the low cost of labor, the company worked to build a robot that would do more jobs and cost less. iFuture continued to innovate and expanded its design team, eventually launching ArkRobot in 2015. The product was demonstrated at road shows, with a view to reaching E-commerce companies that required warehouse automation.

## Way forward

iFuture's goal is to be one of the leading innovators in the field of Robotics, which is still new to India. It is planning to set up a production plant to manufacture robots over the next few months, targeting them at E-commerce companies with large warehouses.

## Innovation

ArcRobot is a warehouse automation robot that can perform storage and retrieval tasks automatically in industrial warehouses. It is based on the goods-to-people concept and is remotely supported over the Internet.



# PRODUCT INFORMATION MARKETPLACE

PRODUCT → SOLUTION  
PRICE → VALUE  
PLACE → ACCESS  
PROMOTION → INFORMATION

**indix.**<sup>TM</sup>

## About the product

Indix's Product Information Marketplace, is the single largest source of comprehensive and structured product information. It makes available dynamic product data and normalized catalog data like product identifiers and attributes. Companies use Indix solutions to search for and identify products, analyze products and build great 'Catalogs in the Cloud' for their own marketplaces.



## Journey so far

Indix was launched in 2010, with the Founders looking to start a company for the product information marketplace which was the equivalent Google—basically a 'Google Maps of products'. The aim was to transform how people were interacting with the world's products by build a very high-performance data product out of India. That was the beginning of the journey. Among the challenges the company faced, was finding the right people with the right attitude and expertise, and grow them. Four years later however, the company has built up a large number of customers, (including some of the largest organizations and start-ups in the world).

## Way forward

Indix's mission is to ensure that every piece of software in the world uses its DaaS solutions—that companies understand and use product information in a good way. Having proved the concept, it is now going to scale it up through partners, so that it is not the only company building and evangelizing it.

## Innovation

Indix is India's first really large Data-as-a-Service (DaaS) company with solutions that are not only focused on collecting and collating data, but that use Artificial Intelligence, Algorithms and Machine Learning to structure, organize and analyze product information. The company has added over 35 BILLION product offers from 50,000+ brands and 1,000+ sites since inception.



## Building a catalog in the Cloud

**Product's name:** Indix API

**Name of the organization:** Indix Inc

**At the helm:** Sanjay Parthasarathy, Founder and CEO; Rajesh Muppalla, Satya Kaliki, and Sridhar Venkatesh (CoFounders)

**Year of incorporation:** 2010

**Website:** <http://www.indix.com>

**Vertical/Horizontal Play:** NextGen Commerce, AI

# WORLD'S FIRST REGIONAL OPERATING SYSTEM



Working to connect the next  
one billion people in  
emerging markets

Product's Name: Indus OS

Name of Organization: OSLabs  
Technology

At the helm: Rakesh Deshmukh,  
CEO

Year of Incorporation: 2012

Website: [www.indusos.com](http://www.indusos.com)

Vertical/Horizontal Play: Mobility,  
Operating System



## About the product

Indus OS is using the smartphone as the medium to connect the Digital world with the masses, addressing the challenge of economic, social and regional diversity. It is the first platform in India to deeply customize a smartphone experience, meeting the real needs of an emerging market's regional language speaking citizens through innovation, simplification and localization.

## Journey so far

It was in 2012, owing to a project in Myanmar, that Rakesh Deshmukh decided to work on customizing the Android OS, adding new languages to it. Based on market research, Indus began to solve the ground problems for consumers who were not conversant with English, helping them to use the phone in the regional language of their choice. The company then tied up with government and private institutions in India that were funding its research to take text-to-speech capability, optimize it and make it more mobile-friendly. Indus started with the Gujarati language in 2014, launching its own hardware and OS in Gujarat. Today, the 100-people company is supporting 12 regional languages!

## Innovation

Indus OS, positioned as the world's first regional operating system, includes innovations such as Indus Swipe (that translates text between English and the regional language), word and matra prediction, OS integrated text-to-speech in regional languages, free text messaging and autocorrect, among others. It is the only company in India in fact, that provides word prediction.

## Way forward

The company has recently raised USD 5 million Series A funding led by Omidyar Network and is aiming to be in the Indian market what Android is for the global market. It will work to connect the next one billion people in emerging markets, forging deep partnerships with relevant companies.

# The Sustainability Cloud



**Offering customers a holistic, end-to-end solution around Sustainability**

**Name of Product:** EnergyLogicQ

**Name of the organization:**

LogicLadder Technologies

**At the helm:** Mayank Chauhan (Co-Founder and CEO) and Atindra Chandel (Co-Founder)

**Year of incorporation:** 2011

**Website:** <http://www.logicladder.com/>

**Vertical/horizontal play:** Enterprise Mobility, Big Data / Analytics, Energy, Environment and Sustainability



## About the product

LogicLadder's EnergyLogicQ is a next gen energy intelligence platform and EnvirologicQ, a revolutionary environment platform for IoT and Big Data. While EnergyLogicQ makes energy and environment data simple to acquire, understand and act upon so that companies can save, EnvirologicQ offers customers insights into voluminous environment data. The company's software and hardware solutions enable customers to save energy and meet environmental compliance.



## The journey so far

The company began operations in 2011 with a view to helping enterprises manage Sustainability. It developed hardware agnostic tools and platforms that could be deployed easily and empower companies to control energy consumption and environmental data from a single epicenter.

Beginning with around ten customers at the start, the company now has over 110 enterprise clients that include GSPL, PVR Cinemas, NTPC, among others. Logic Ladder has not only grown in size but developed domain expertise and used a people-centric approach to handle energy and environment related issues.

## Way forward

The company will shortly be going for its next series of investments. It will focus on making its solutions completely scalable and approachable, not only for large companies but SMEs. Logic Ladder is already tapping the Gulf and China markets. Over the next two years it will be moving into APAC, South East Asia and Australia.

## Innovation

The key differentiator and innovation for LogicLadder is that it goes beyond just energy saving, energy efficiency or environment data management. Rather it is the only company offering a holistic, Sustainability ERP to companies. It is an end-to-end solution around the Sustainability domain that brings great value to customers.

# NEXT GENERATION OF ONLINE PAYMENTS



**Simplifying online payments for start-ups, mid- and large companies**

**Product's Name:** Razorpay

**Name of Organization:** Razorpay Software

**At the helm:** Harshil Mathur and Shashank Kumar (Co-Founders)

**Year of Incorporation:** 2015

**Website:** [www.razorpay.com/](http://www.razorpay.com/)

**Vertical/Horizontal Play:** Fintech / Payments



## About the product

Razorpay accepts and validates Internet payments via credit/debit cards, net banking and popular Digital wallets such as Mobikwik, PayUmoney, etc. from end customers in real time. It does this by providing a secure link between the merchant website, various issuing institutions, acquiring banks, and other payment networks.



## Journey so far

Harshil Mathur and Shashank Kumar, IIT Rourkee alumni, realized that one of the biggest challenges facing start-ups was accepting online payments. Razorpay was launched with a series A funding round of USD 9 million, with a view to addressing this challenge. Initially, the company worked through Startup Oasis, the Jaipur-based technology and business incubator. It then applied to a prestigious Accelerator, Y Combinator, a move that changed its vision and mission.

Razorpay on-boarded merchants online, without any physical paperwork and simplified their gateway integration experience, reducing it from two-to-three weeks to less than an hour!

Starting with 100 customers in March, 2015, Razorpay currently has over 10,000 merchants using its platform to accept online payments.

## Way forward

The company will continue to build traction, adding innovative features to its product. It will focus on UPI (Unified Payment Interface), a government initiative for payments. The company's vision is to have deep penetration in the payments eco-system as well as international markets, especially South East Asia.

## Innovation

A successful effort to enable frictionless, affordable, secure online transactions, Razorpay is revolutionizing online payments by providing clean, developer-friendly APIs and hassle-free integration to businesses – including E-commerce start-ups and larger companies, merchants, schools, among others.

# MANAGING COMPLEX SERVICES ENGAGEMENTS



**Transforming the procurement process for enterprises**

**Product's name:** Sirion Supplier Governance and Sirion Revenue Assurance

**Name of organization:** SirionLabs

**At the helm:** Ajay Agarwal, Co-founder & CEO; Claude Marais, Co-founder & President

**Year of incorporation:** 2012 (SaaS products formally launched in January, 2015)

**Website:** www.sirionlabs.com

**Vertical/horizontal play:** Enterprise procurement



## About the product

SirionLabs' SaaS products manage strategic procurement engagements, transforming the way buyers and suppliers of complex services like ITO and BPO engage with each other. The company reduces the cost of the supplier governance function through automation that ensures that performance deficiency and invoice discrepancies are easily identified and corrected.



## Innovation

Sirion is the first product that offers a 'single pane of glass' across all five disciplines in supplier governance – contracts, performance, finance, risk and relationship management – automating a very large portion of the manual governance process on a single, integrated platform.

## Journey so far

The idea of Sirion was born when Founder Ajay decided to respond to the changing procurement landscape by connecting the dots for companies—between contracts (what was promised), the performance (what was actually delivered) and the invoicing (what customers paid for the service).

The idea was to enable buyers to audit service suppliers, monitor their performance and gain visibility into the engagements, while ensuring revenue assurance for the service providers.

Sirion overcame significant challenges related to talent availability, by training engineers to build a design thinking mindset. Over the years the company has drawn two rounds of funding from Sequoia, raising almost USD 19 million.

## Way forward

The company is running for the apex category of vendors. Its aim is to cross USD 100 million as it accelerates momentum. Owing to its strong founders, founding employees and partners with great global connect, the company will continue to strengthen its presence in the US, UK, Holland, and Australia



## RecipeBook

**Products' Name:** RecipeBook

**Name of Organisation:** Agrima Infotech

**Year of Incorporation:** 2012

**Website:** [www.recipebook.io](http://www.recipebook.io)

**Elevator pitch:** A Cooking App which helps discover recipes using Artificial Intelligence and Deep Machine Learning.

**Product Description:** The most popular intelligent Cooking App on Android Play store which helps you discover recipes through Artificial Intelligence, the first of its kind. Picked as the Google Editors' Choice last month, it is the first app from India to get Editors' Choice tag. With 1.5 million downloads and 600K recipes, the mission is to build the world's most intelligent recipe discovery / recommendation platform.

**Vertical/Horizontal Play:** Enterprise Mobility, Enterprise Products, IoT / wearable.



**Products' Name:** ShopR360

**Name of Organisation:** Apertura Data Tech Pvt Ltd

**Year of Incorporation:** 2016

**Website:** [www.shopr360.com](http://www.shopr360.com)

**Elevator pitch:** A video analytics solution that provides insights around store traffic patterns, helping brick and mortar businesses achieve efficiencies.

**Product Description:** A video analytics solution that provides insights around store traffic patterns, helping brick and mortar businesses achieve efficiencies. KPI's tracked: Footfall with Staff segregation; Groups; Bounce Rates; Trial Room Conversions; Section-wise Footfalls & time spent by customers; Sales Productivity & Potential at every sq ft. of the stores; Staff Productivity. ShopR360 combines intelligent, "actionable" data with retail expertise to track KPIs, delivered through easy-to-use dashboards.

**Vertical/Horizontal Play:** Big Data / Analytics, Video Analytics.



**Products' Name:** AppsOne

**Name of Organisation:** Appnomic Systems Pvt Ltd

**Year of Incorporation:** 2006

**Website:** <http://appnomic.com/>

**Elevator pitch:** A patented analytics software for IT application operations that enables enterprise IT Operations and online companies to prevent application performance issues

**Product Description:** An innovative analytics software (patented) for IT application operations that enables enterprise IT Operations and online companies to prevent application performance issues like slowness and down time, and gear up or down application performance based on end user experience and business goals. Application Behavior Learning (ABL), enables Automatic Threshold Discovery (ATD) for application performance monitoring of underlying data center components.

**Vertical/Horizontal Play:** Enterprise Products, FinTech.

## ArthaYantra

**Products' Name:** Arthos

**Name of Organisation:** ArthaYantra Corporation Private Limited

**Year of Incorporation:** 2007

**Website:** [www.arthayantra.com](http://www.arthayantra.com)

**Elevator pitch:** A Fintech product that uses AI and Machine Learning to propose customized solutions (financial advice).

**Product Description:** Arthos ensures the retail individual customer's interests remains protected. It addresses the problem of inadequate financial advice in India. Recognized as Cool Vendor, 2016 by Gartner & a winner of Red Herring Global Top 100, AY uses AI and Machine Learning to scrub over a billion scenarios, simulate over 15 million portfolios, to come up with a customized portfolio.

**Vertical/Horizontal Play:** FinTech.



**Products' Name:** Attune Lab Information System

**Name of Organisation:** Attune Technologies

**Year of Incorporation:** 2008

**Website:** www.attunelive.com

**Elevator pitch:** Attune LIS integrates centers spread across various locations on a stable & secure platform, giving decision makers a unified picture of their business.

**Product Description:** A leading cloud based product that integrates diagnostic centers spread across various locations on a stable & secure platform, giving decision makers a unified picture of their business. Lab owners face multiple challenges and need a system that removes guesswork from resource & reagents planning, improves profitability & integrates lab devices to remove human error from the equation.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics, Healthcare.



**Products' Name:** Avishkaar Box

**Name of Organisation:** Avishkaar Robotronics Design System

**Year of Incorporation:** 2014

**Website:** www.avishkaarbox.com

**Elevator pitch:** Avishkaar Box creates Digital Learning Products that are meaningful, joyful and INSANELY addictive.

**Product Description:** Increasingly parents and children are looking for immersive learning experiences that allow them to prepare for a tomorrow which is very social and digital. The products provide such experiences to individuals (kids and parents) and sold to institutions (schools) as well. It lets users (5 to 15 years old) innovate products for future.

**Vertical/Horizontal Play:** IoT / wearable, EduTech, Robotics.



**Products' Name:** Campus Wallet

**Name of Organisation:** Chillar Payment Solutions Pvt Ltd

**Year of Incorporation:** 2013

**Website:** www.chillarcards.com

**Elevator pitch:** A cash-less electronic payment system in which students can make payments inside the campus using their school ID.

**Product Description:** A cash-less electronic payment system in a CUG environment, in which students can make payments inside the campus using digital money with their school ID. Can be used for non-cash transactions as well. An MIS report on the expenses can be generated and sent to parents through a mobile app/ SMS / email, to keep a tight control.

**Vertical/Horizontal Play:** FinTech / payment.



**Products' Name:** Crowdfire

**Name of Organisation:** Codigami Labs Pvt Ltd

**Year of Incorporation:** 2012

**Website:** www.crowdfireapp.com

**Elevator pitch:** An AI-based product that addresses marketing needs and helps reach out to the target audience with a great deal of accuracy.

**Product Description:** A marketing product, powered by AI bot that analyzes millions of online data points to create marketing tasks in a matter of minutes. Inbuilt deep machine learning feeds on data to get increasingly more accurate. Big help to those who cannot afford a marketing team, but need to reach target audiences online.

**Vertical/Horizontal Play:** Social / Web 2.0, AdTech / Marketing Tech, SaaS.

## FluidAI

**Products' Name:** Fluid AI

**Name of Organisation:** Fluid AI

**Year of Incorporation:** 2009

**Website:** www.fluid.ai

**Elevator pitch:** Leveraging AI and Augmented Reality, The customer interaction mimics real-life conversation to create customer delight.

**Product Description:** An in-store experience leveraging AI and Augmented Reality, a novel digital environment is created. The customer interaction mimics real-life conversation, in an attempt to create customer delight, and lowers operational cost in process. This is a radical shift from the currently-in-vogue touch screen displays and looks at how a future store would operate.

**Vertical/Horizontal Play:** Big Data / Analytics, Enterprise Products, FinTech, Artificial Intelligence.

## Gramener A DATA SCIENCE COMPANY

**Products' Name:** Autolysis

**Name of Organisation:** Gramener

**Year of Incorporation:** 2011

**Website:** https://gramener.com/

**Elevator pitch:** Autolysis is a suite of tools for automating analysis, and reveals hidden insights through visual representation, without any programming or analysis knowledge.

**Product Description:** Aims at eliminating the need for analysts. Autolysis is a suite of tools for automating analysis and reveals hidden insights through visual representation, without any programming or analysis knowledge. "What affects this outcome?", "Which segments behave similarly?", "What keywords are unusually high in this segment?" are examples of what can be shown without human intervention.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics.



**Products' Name:** ActOnCloud

**Name of Organisation:** ActOnMagic Technologies Pvt Ltd

**Year of Incorporation:** 2014

**Website:** www.actonmagic.com

**Elevator pitch:** A cloud Governance, Intelligence, Management and Brokering platform for Cloud Solution Providers and SMBs.

**Product Description:** SaaS based (including on-premise renting), aCloud Governance, Intelligence, Management and Brokering platform that helps: 1) New Cloud Service Providers and Enterprises to build Infrastructure As A Service in matter of hours compared to weeks and months; 2) Cloud Solution Providers to resell multiple clouds to their customers with fine control over pricing and billing; 3) SMBs to manage, optimise and scale multi-cloud environments to keep their business happier than ever.

**Vertical/Horizontal Play:** Cloud, Enterprise Products.



**Products' Name:** AdPushup

**Name of Organisation:** AdPushup Software India Pvt. Ltd.

**Year of Incorporation:** 2014

**Website:** www.adpushup.com

**Elevator pitch:** AdPushup uses automated tools to help publishers fight the twin problems of Banner Blindness & Adblocking, to increase monetization.

**Product Description:** AdPushup helps publishers fight the ever increasing problem of monetization through ads. Ads drive the free internet. The two-fold problem: Banner blindness & adblocking; Solution: AdPushup conducts automated A/B testing on the web properties, and works on a solution to recover the adblocked inventories, in a pro-user manner.

**Vertical/Horizontal Play:** Big Data / Analytics, Enterprise Products, AdTech / Marketing Tech.



**FAIRCENT.com**  
EVERY N COUNTS

**Products' Name:** Faircent.com

**Name of Organisation:** Fairassets  
Technology Pvt Ltd

**Year of Incorporation:** 2013

**Website:** www.faircent.com

**Elevator pitch:** A FinTech Product which aggregates unaddressed demand (borrowers not serviced by Banks & NBFCs) and under-utilized supply (lenders with idle cash) to provide easy & efficient loan disbursements, including 24/7 customer service.

**Product Description:** Faircent aggregates lenders with idle cash, and borrowers who cannot be served by Banks and NBFCs, and provides easy and technology efficient processes for quick on-boarding and disbursement of funds and efficient loan management. Driving Customer satisfaction through e-signature, easy automated monthly repayments, dashboards on actual returns on investment and 24/7 customer servicing.

**Vertical/Horizontal Play:** Fintech.

**#fame**  
Asia's No1 LIVE Video App

**Products' Name:** #fame

**Name of Organisation:** Fame Digital Pvt  
Ltd

**Year of Incorporation:** 2014

**Website:** www.fame.live

**Elevator pitch:** #Fame is a live video social platform that empowers the millennials to connect, interact and showcase their talent.

**Product Description:** #fame is a live video social platform that empowers the millennials to connect, interact and showcase their talent. Features like live streaming, audience building, real-time interaction, virtual gifts and monetization have enabled over 100,000 performers to consider #fame as an integral part of their social existence, and collectively garnered over 5 million watch minutes in process.

**Vertical/Horizontal Play:** Enterprise  
Mobility, Social / Web 2.0.

**IDEAPOKE**

**Products' Name:** Ideapoke

**Name of Organisation:** Ideapoke  
Technologies Pvt Ltd

**Year of Incorporation:** 2012

**Website:** www.ideapoke.com

**Elevator pitch:** A proprietary discovery engine which collects humongous amount of unstructured tech data from numerous sources, detects patterns, and converts them to structured data to match requirements for specific problem statements.

**Product Description:** Natural Language Processing is used to collect data and find patterns, after which requirements are mapped with solutions for each problem statement. Data comprises of 2.4MM unique technologies from 180K company profiles, and 2700 universities, and doubling every quarter.

**Vertical/Horizontal Play:** Cloud, Big  
Data / Analytics, Enterprise Products.

**ImageProVision**

**Products' Name:** "ipvPClass"- Microscopic  
Particle Classifier

**Name of Organisation:** ImageProVision  
Technology Private Limited

**Year of Incorporation:** 2010

**Website:** http://imageprovision.com/

**Elevator pitch:** "ipvPClass" is a Microscopic Particle Classification system comprising of microscope, digital camera and analysis software that separates agglomerations and isolated particles and gives morphology of every particle including valuable statistics, in a matter of few seconds.

**Product Description:** Digital images, patented algorithm separates agglomerations and isolated particles and gives morphology of every particle, including valuable statistics. The automated system is accurate, consistent and gives results in few seconds, which improves productivity and standardization. It complies USFDA norms.

**Vertical/Horizontal Play:** HealthTech,  
Image Analytics and Processing, Pharma.



**Products' Name:** DataWeave

**Name of Organisation:** Infoweave Analytics

**Year of Incorporation:** 2016

**Website:** www.dataweave.com

**Elevator pitch:** A product for Retailers to understand price competitiveness, identify gaps in assortment and competitor's promotion strategy.

**Product Description:** The product is aimed at Retailers and Brands. It helps the former to understand price competitiveness, identify gaps in their assortment and competitor's promotion strategy. In the case of brands, pricing violations are monitored, understanding of product momentum vis-à-vis competitive brands, including competition's promotion strategy. Its adoption has resulted in 4% impact on margin and revenue.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics, NextGen Commerce.

## Infoworks

**Products' Name:** Data Warehouse Augmenter

**Name of Organisation:** Infoworks

**Year of Incorporation:** 2014

**Website:** www.infoworks.io

**Elevator pitch:** A viable alternative to Hadoop and traditional data warehouses which is fully automated and enables enterprises to prepare and organize all data for high-performance analytics through end-to-end functionality.

**Product Description:** A fully automated product that enables enterprises to prepare and organize all data for high-performance analytics, and provides end-to-end functionality for enterprise-class data ingestion, organization and access. It overcomes challenges faced with traditional data warehouses like inflexibility and cost, and with Hadoop, related to data synchronization, concurrent interactive access, data retention and security management.

**Vertical/Horizontal Play:** Big Data / Analytics.



**Products' Name:** Fashalot

**Name of Organisation:** Innotarget Fashalot Retail Pvt. Ltd.

**Year of Incorporation:** 2015

**Website:** www.fashalot.com

**Elevator pitch:** Fashalot adds a digital user interface that sits atop physical shopping world and helps both retailers and shoppers to seamlessly connect over Mobile.

**Product Description:** Fashalot adds a digital user interface that sits atop physical shopping world and helps both retailers and shoppers to seamlessly connect over Mobile. With Fashalot app, Shoppers as per their location, can discover in-store offers, locate stores nearby, check latest trends. Retailers can use it to attract new and repeat foot traffic to their brick & mortar stores.

**Vertical/Horizontal Play:** Enterprise Mobility, NextGen Commerce.



**Products' Name:** Incompetitor

**Name of Organisation:** Intelligence Node Consulting Private Limited

**Year of Incorporation:** 2012

**Website:** www.intelligence-node.com

**Elevator pitch:** Incompetitor helps brands and retailers in spotting opportunities and market trends to stay on top, and delivers quick and timely competitor insights

**Product Description:** Incompetitor helps brands and retailers in spotting opportunities and market trends to stay on top. It delivers quick and timely competitor insights around pricing, promotion and catalog movement. The analytics delivered are churned from proprietary product database of 1 Billion unique products spread across 130,000+ brands over 1100+ categories.

**Vertical/Horizontal Play:** Big Data / Analytics.

COMPANY PROFILES



**Products' Name:** GLens

**Name of Organisation:** Knowledge Lens Pvt. Ltd

**Year of Incorporation:** 2013

**Website:** <http://www.knowledgelens.com>

**Elevator pitch:** GLens (Green Lens) is country's most advanced state-of-art product in Real Time Pollution Monitoring system.

**Product Description:** GLens (Green Lens) is an advanced state-of-art product in Real Time Pollution Monitoring. Industries can use it to submit real-time online data for emission, effluent and ambient air quality to regulatory bodies for compliance. This product forms the backbone for the Industry to submit data, and for the regulator to accept the pollution data. Also provides Advanced Analytics for forecasting and pattern detection of emissions.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics, IoT / wearable, eGovernance.



**Products' Name:** ftcash

**Name of Organisation:** Nomisma Mobile Solutions Private Ltd.

**Year of Incorporation:** 2014

**Website:** [www.ftcash.com](http://www.ftcash.com)

**Elevator pitch:** Product aimed at SMEs, offline micro-merchants, remote businesses currently underserved by traditional payment mechanisms, to receive online payments securely, conveniently and cost-effectively using a smartphone or a feature phone.

**Product Description:** The product is ideally suited for SMEs, offline micro-merchants (newspaper vendors, milkman etc), remote businesses currently underserved by traditional payment mechanisms, to receive online payments securely, conveniently and cost-effectively. Positioned as the "fastest payment solution," entry barriers like upfront costs (of Point of Sale/Swipe Machines), monthly rentals, technical know-how have been removed.

**Vertical/Horizontal Play:** FinTech.



**Products' Name:** Av3ar

**Name of Organisation:** Perpetuuiti Technosoft Services Pvt. Ltd.

**Year of Incorporation:** 2011

**Website:** [www.ptechnosoft.com](http://www.ptechnosoft.com)

**Elevator pitch:** An intelligent Digital Assistant that uses Cognitive RPA, AI and Machine Learning algorithms to sense, predict, analyze and solve customer issues, with a human-like response

**Product Description:** Av3ar is an intelligent Digital Assistant which can deconstruct information, using Cognitive RPA, Artificial Intelligence (AI) and Machine Learning (ML) algorithms to sense, predict, analyze and solve customer issues, with human-like response. Delivers end-to-end Interactive solutions that dramatically improves operational efficiencies. Can handle almost any knowledge-based task in diverse business scenarios.

**Vertical/Horizontal Play:** Enterprise Products.



**Products' Name:** AR for Retail

**Name of Organisation:** Preksh Innovations Private Limited

**Year of Incorporation:** 2015

**Website:** [www.preksh.com](http://www.preksh.com)

**Elevator pitch:** A product based on Augmented Reality technology, to enable users to virtually walk-through offline stores on the web, pick products and shop.

**Product Description:** An online consumer is provided with 2 'Search and Discovery' options: Text Search or the Menu-driven Search. However, in offline shopping, people 'Search and Discover' products by 'Looking Around'. The entire visual experience of 'looking around' is missing in online shopping. This product intends to bring the element of 'looking around' into online shopping.

**Vertical/Horizontal Play:** NextGen Commerce.



**Products' Name:** Upshot.ai

**Name of Organisation:** PurpleTalk India Pvt. Ltd.

**Year of Incorporation:** 2014

**Website:** www.upshot.ai

**Elevator pitch:** Upshot helps app publishers deliver better user experiences across mobile and web, and manage analytics, marketing and personalization in an integrated fashion.

**Product Description:** Upshot is a digital engagement platform that helps app publishers deliver better user experiences across mobile and web, and manage analytics, marketing and personalization of their applications in an integrated fashion. An Upshot powered app personalizes content, UI and features based on usage patterns and provides solutions to user problems based on the situation they are in.

**Vertical/Horizontal Play:** Cloud, Enterprise Mobility, Big Data / Analytics, Enterprise Products, AdTech / Marketing Tech.

## whatfix

**Products' Name:** Whatfix

**Name of Organisation:** Quicko Technosoft Labs Pvt Ltd

**Year of Incorporation:** 2010

**Website:** https://whatfix.com/

**Elevator pitch:** Whatfix is a smarter way for a business to ease on-boarding, improve support and reduce training effort for its customers.

**Product Description:** Whatfix is an enterprise SaaS application which works on annual subscription model, a smarter way for a business to ease on-boarding, improve support and reduce training effort for its customers. The patent pending technology helps businesses build interactive step by step guides on their web platform, for easy navigation and monitoring by their customers/employees

**Vertical/Horizontal Play:** Enterprise Products.

## Betaout

**Products' Name:** Betaout

**Name of Organisation:** Retention Nine Technologies Pvt Ltd

**Year of Incorporation:** 2014

**Website:** www.betaout.com

**Elevator pitch:** Betaout allows E-commerce companies to build user intelligence databases and provides tools to engage with users.

**Product Description:** Betaout is a SaaS-based offering, an all-in- one E-commerce & B2C marketing software platform. It allows E-commerce companies to build user intelligence databases and provides tools to engage with users through email, on-site engagement, mobile push, live-chat, SMS, and through other channels to increase conversions and personalise user engagement using real-time user persona and intent data.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics, AdTech / Marketing Tech.



**Products' Name:** ShieldSquare

**Name of Organisation:** ShieldSquare

**Year of Incorporation:** 2014

**Website:** www.shieldsquare.com

**Elevator pitch:** ShieldSquare helps online businesses differentiate between human and non-human traffic (bots) on websites and mobile applications.

**Product Description:** With real-time protection, online businesses can protect themselves against web scraping, Spam etc. ShieldSquare's cloud engine processes billions of Page Views monthly to unearth malicious bot traffic. A self-serve solution that can integrate via Web server plugins, Cloud Connectors or with REST APIs.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics, Enterprise Products, Security.

# COMPANY PROFILES



**Products' Name:** JUGNOO

**Name of Organisation:** SoCoMo Technologies Private Limited

**Year of Incorporation:** 2014

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

**Elevator pitch:** An auto-rickshaw hailing app that offers affordable and safe rides.

**Product Description:** Jugnoo is an auto-rickshaw hailing mobile app that offers affordable and safe rides at the lowest possible fares, in 35 cities across India. The customers can book an auto-rickshaw with a tap of a button and a certified Jugnoo driver will arrive at the desired pick-up location within few minutes.

**Vertical/Horizontal Play:** Enterprise Mobility, NextGen Commerce, Consumer Internet.



**Products' Name:** SquadRun

**Name of Organisation:** SquadRun Solutions Private Limited

**Year of Incorporation:** 2014

**Website:** [www.squadrun.co](http://www.squadrun.co)

**Elevator pitch:** SquadRun is a distributed mobile workforce platform which enables large businesses to outsource their back office work such as data and calling operations.

**Product Description:** SquadRun helps businesses solve operational micro-tasks from a distributed mobile workforce who perform these operations over our smartphone application. Services: 1) data operations (quality checks, classification, auditing, benchmarking etc.), SEO operations (keyword tagging, comparison, market research), training machine learning algorithms for AI systems and 2) outbound calling, for consumer businesses and big data companies.

**Vertical/Horizontal Play:** Cloud, Enterprise Products, NextGen Commerce.

# COMPANY PROFILES



**Products' Name:** niki.ai

**Name of Organisation:** Techbins Solution Pvt. Ltd.

**Year of Incorporation:** 2016

**Website:** <https://niki.ai>

**Elevator pitch:** An AI powered personal assistant aspires to be a one-stop destination for all of your shopping.

**Product Description:** An AI powered automated personal assistant to simplify the online purchasing experience by facilitating recommendation, ordering, and payment for multiple services on a single chat. She aspires to be a one-stop destination for all of your 'purchasing' - a personal shopping assistant of choice for one & all. Easy recharge, cab booking, utility bill payments, DTH payments & postpaid bill payments are some features.

**Vertical/Horizontal Play:** Enterprise Mobility, NextGen Commerce.



**Products' Name:** Novus Brain

**Name of Organisation:** The Hi-Tech Robotic Systemz Ltd

**Year of Incorporation:** 2004

**Website:** [www.hitechroboticsystemz.com](http://www.hitechroboticsystemz.com)

**Elevator pitch:** A tightly coupled software and hardware toolkit, which powers India's first Driverless Shuttle and Defence Robots.

**Product Description:** Novus Brain is a tightly coupled software and hardware toolkit, which powers India's first Driverless Shuttle, defence robots and around 150 of connected and autonomous Self Driving Logistics vehicles, to have autonomous and connected capabilities. AI, Machine Learning algorithms, along with electro-mechanical kits, enable driverless vehicles with sensor data perception, obstacle detection and autonomous navigation.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics, IoT / wearable, Security, Smart Infrastructure, Robotics, Self Driving Vehicles.

## intelloCut

**Products' Name:** IntelloCut

**Name of Organisation:** ThreadSol Pvt. Ltd.

**Year of Incorporation:** 2012

**Website:** www.threadsol.com

**Elevator pitch:** IntelloCut works at the production facility apparel to ensure, the facility works with maximum fabric utilization, hence saving up to 10% fabric.

**Product Description:** ThreadSol's intelloCut works at the production facility of the apparel manufacturer to ensure, the facility works with maximum fabric utilization, hence saving up to 10% fabric in these factories. 70% of the operational cost is the cost of fabric. Beyond cost control, IntelloCut automates key processes that are currently dependent on human interventions and several other process variations.

**Vertical/Horizontal Play:** Cloud, Enterprise Mobility, Enterprise Products.

## Lendbox

**Products' Name:** Lendbox

**Name of Organisation:** Transactree Technologies Pvt. Ltd.

**Year of Incorporation:** 2015

**Website:** www.lendbox.in

**Elevator pitch:** Lendbox is a tech driven P2P Platform where borrowers can avail loans from individual investors through an open marketplace bidding model.

**Product Description:** Lendbox is a tech driven P2P Platform where high quality borrowers (through stringent risk assessment) can avail loans from individual investors through an open marketplace bidding model. Lendbox dis-intermediates banks and passes on all the gains from facilitating investment directly to the investors. Revenue as a commission from the borrower on the loan amount disbursed.

**Vertical/Horizontal Play:** Big Data / Analytics, FinTech.

## UNBXD

**Products' Name:** Unbxd

**Name of Organisation:** Unbxd Inc.

**Year of Incorporation:** 2011

**Website:** unbxd.com

**Elevator pitch:** The Unbxd helps shoppers a hyper-relevant and personalised shopping experience.

**Product Description:** The Unbxd platform brings together advanced information retrieval technology, machine learning, data sciences and a big data stack to help shoppers a hyper-relevant and personalised shopping experience. Search and discovery for online is about understanding shopper intent, context, behavioural history and many other signals. E-tailers also benefit due to higher sales.

**Vertical/Horizontal Play:** Cloud, Big Data / Analytics, Enterprise Products, NextGen Commerce, AdTech / Marketing Tech.

## Vedantu

LIVE ONLINE TUTORING

**Products' Name:** Vedantu

**Name of Organisation:** Vedantu Innovations Pvt. Ltd.

**Year of Incorporation:** 2011

**Website:** www.vedantu.com

**Elevator pitch:** Live Online Tutoring in India to introduce a marketplace model for teachers.

**Product Description:** Vedantu is one of the pioneers in Live Online Tutoring space in India to introduce a marketplace model for teachers. Vedantu addresses the basic problem of generalization, and one-size-fits-all approach prevalent in the education sector today. With cutting-edge WAVE technology developed in-house, personalized learning experience has been successfully emulated where teacher and student are geographically distant.

**Vertical/Horizontal Play:** EduTech.



**Products' Name:** Phrazor

**Name of Organisation:** vPhrase Analytics Solutions Pvt. Ltd.

**Year of Incorporation:** 2015

**Website:** <http://www.vphrase.com>

**Elevator pitch:** An AI platform that analyses data, derives insights and communicates in multiple languages.

**Product Description:** Phrazor is an AI platform that analyses data, derives insights and then communicates those insights, in words, in multiple languages. Dashboards and visualizations are used. But visualizations are not insights, and need interpretation. The technology helps businesses communicate insights in their data to people, in an easy to understand narrative format.

**Vertical/Horizontal Play:** Big Data / Analytics, Enterprise Products.



**Products' Name:** vuSmartMaps

**Name of Organisation:** VuNet Systems

**Year of Incorporation:** 2014

**Website:** [www.vunetsystems.com](http://www.vunetsystems.com)

**Elevator pitch:** The next generation IT infrastructure management product based on advanced big data analytics and powerful visualization techniques.

**Product Description:** vuSmartMaps™ is the next generation IT infrastructure management product based on advanced big data analytics and powerful visualization techniques. Multi Vector Analytic(vuMVA) engine, vuSmartMaps provides correlated views and real time insights into application, security and network performance, synthesised from the vast amount of data spread across network locations, devices, applications, storage, users, security devices and data centres.

**Vertical/Horizontal Play:** Big Data / Analytics, Enterprise Products, IT Infrastructure Management - Operational Intelligence & Security Analytic.



**Products' Name:** WattMan

**Name of Organisation:** Zenatix Solutions

**Year of Incorporation:** 2014

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

**Elevator pitch:** WattMan ensures that challenges faced by retailers / banks in driving governance is driven automatically, with all accessibility/configurability over the Internet.

**Product Description:** Retailers/banks face challenges in driving governance on operating electrical equipment across their fragmented set ups. WattMan ensures that governance for them is driven automatically, with all accessibility/configurability over the Internet. Collected data is used to develop machine learning driven models deciding on optimal operational settings based on external factors like weather and footfall, thus allowing sophisticated control.

**Vertical/Horizontal Play:** Big Data / Analytics, IoT / wearable.



**Products' Name:** zophop

**Name of Organisation:** Zophop Technologies Private Limited

**Year of Incorporation:** 2014

**Website:** [www.zophop.com](http://www.zophop.com)

**Elevator pitch:** A 3-way solution for bus or train commuters allowing them to choose best route options and waiting time.

**Product Description:** The product is targeted towards 100M commuters who commute by bus or train, a 3-way solution that allows them to choose best route options and waiting time. 1) Single stop shop for info 2) Real-time en route bus location with live ETAs helps them manage waiting times 3) Cashless hassle-free ticketing and on-line monthly pass recharge without depot visit

**Vertical/Horizontal Play:** Smart Infrastructure.

## Product Category Wise

### Artificial Intelligence / Machine Learning

Agrima Infotech  
ArthaYantra Corporation Private Limited  
**AVR EdGE Networks Pvt. Ltd.**  
Codigami Labs Pvt Ltd.  
Fluid AI  
**LogicLadder Technologies Pvt. Ltd.**  
Perpetuuti Technosoft Services Pvt. Ltd.  
**Razorpay Software Private Limited**  
Retention Nine Technologies Pvt Ltd.  
SquadRun Solutions Private Limited  
Techbins Solution Pvt. Ltd.  
The Hi-Tech Robotic Systemz Ltd.  
Unbxd Inc.  
Zenatix Solutions

### Security

ShieldSquare  
The Hi-Tech Robotic Systemz Ltd  
VuNet Systems

### Big Data / Analytics

AdPushup Software India Pvt. Ltd.  
Apertura Data Tech Pvt Ltd  
Attune Technologies  
**AVR EdGE Networks Pvt. Ltd.**  
Fluid AI

Gramener  
Ideapoke Technologies Pvt Ltd  
**iFuture Robotics**  
Infoweave Analytics  
Infoworks  
Intelligence Node Consulting Private Limited  
Knowledge Lens Pvt. Ltd  
**LogicLadder Technologies Pvt. Ltd.**  
PurpleTalk India Pvt. Ltd.  
Retention Nine Technologies Pvt Ltd  
ShieldSquare  
The Hi-Tech Robotic Systemz Ltd  
Transactree Technologies Pvt. Ltd.  
Unbxd Inc.  
vPhrase Analytics Solutions Pvt. Ltd.  
VuNet Systems  
Zenatix Solutions

### Cloud Infra/Cloud based

ActOnMagic Technologies Pvt Ltd.  
Attune Technologies  
Gramener  
**Hansel.io**  
Ideapoke Technologies Pvt Ltd.  
Infoweave Analytics  
Knowledge Lens Pvt. Ltd.  
**LogicLadder Technologies Pvt. Ltd.**  
PurpleTalk India Pvt. Ltd.

Retention Nine Technologies Pvt Ltd.  
ShieldSquare  
SquadRun Solutions Private Limited  
The Hi-Tech Robotic Systemz Ltd  
ThreadSol Pvt. Ltd.  
Unbxd Inc.

### Smart Infrastructure

**iFuture Robotics**  
The Hi-Tech Robotic Systemz Ltd  
Zophop Technologies Private Limited

### Enterprise Product

ActOnMagic Technologies Pvt Ltd  
AdPushup Software India Pvt. Ltd.  
Agrima Infotech  
Appnomic Systems Pvt Ltd  
**AVR EdGE Networks Pvt. Ltd.**  
Fluid AI  
Ideapoke Technologies Pvt Ltd.  
**iFuture Robotics**  
**Indix Internet India Private Limited**  
**LogicLadder Technologies Pvt. Ltd.**  
Perpetuuti Technosoft Services Pvt. Ltd.  
PurpleTalk India Pvt. Ltd.  
Quicko Technosoft Labs Pvt Ltd.  
**ShieldSquare**  
SirionLabs  
SquadRun Solutions Private Limited

ThreadSol Pvt. Ltd.  
Unbxd Inc.  
vPhrase Analytics Solutions Pvt. Ltd.  
VuNet Systems

### IoT/Hardware/wearable tech

Agrima Infotech  
Attune Technologies  
Avishkaar Box  
**Ducere Technologies Pvt. Ltd**  
**iFuture Robotics**  
Knowledge Lens Pvt. Ltd.  
The Hi-Tech Robotic Systemz Ltd.  
Zenatix Solutions

### FinTech incld payments

Appnomic Systems Pvt Ltd.  
ArthaYantra Corporation Private Limited  
Chillar Payment Solutions Pvt Ltd.  
Fairassets Technology Pvt Ltd.  
Fluid AI  
Nomisma Mobile Solutions Private Ltd.  
**Razorpay Software Private Limited**  
Transactree Technologies Pvt. Ltd.

### Mobility

Agrima Infotech  
Fame Digital Pvt Ltd.  
**Hansel.io**

## Product Category Wise

Innotarget Fashalot Retail Pvt. Ltd.  
**LogicLadder Technologies Pvt. Ltd.**  
**Oslabs Technology (India) Pvt Ltd**  
PurpleTalk India Pvt. Ltd.  
SoCoMo Technologies Private Limited  
Techbins Solution Pvt. Ltd.  
ThreadSol Pvt. Ltd.

### EduTech

Avishkaar Box  
Chillar Payment Solutions Pvt Ltd  
Vedantu Innovations Pvt. Ltd.

### NextGen Commerce

**Indix Internet India Private Limited**  
Infoweave Analytics  
Innotarget Fashalot Retail Pvt. Ltd.  
Preksh Innovations Private Limited  
SoCoMo Technologies Private Limited  
Techbins Solution Pvt. Ltd.  
Unbxd Inc.

### AdTech / Marketing Tech

AdPushup Software India Pvt. Ltd.  
Codigami Labs Pvt Ltd  
PurpleTalk India Pvt. Ltd.  
Retention Nine Technologies Pvt Ltd  
Unbxd Inc.

### HealthTech

**Cardiac Design Labs Private Limited**  
ImageProVision Technology Private Limited

### Robotics

Avishkaar Box  
The Hi-Tech Robotic Systemz Ltd

### Video Analytics

Apertura Data Tech Pvt Ltd

### Image Analytics and Processing

Agrima Infotech  
ImageProVision Technology Private Limited

### IT Infra Management

VuNet Systems

### eGovernance

Knowledge Lens Pvt. Ltd.

### Software Development and Deployment

**Hansel.io**

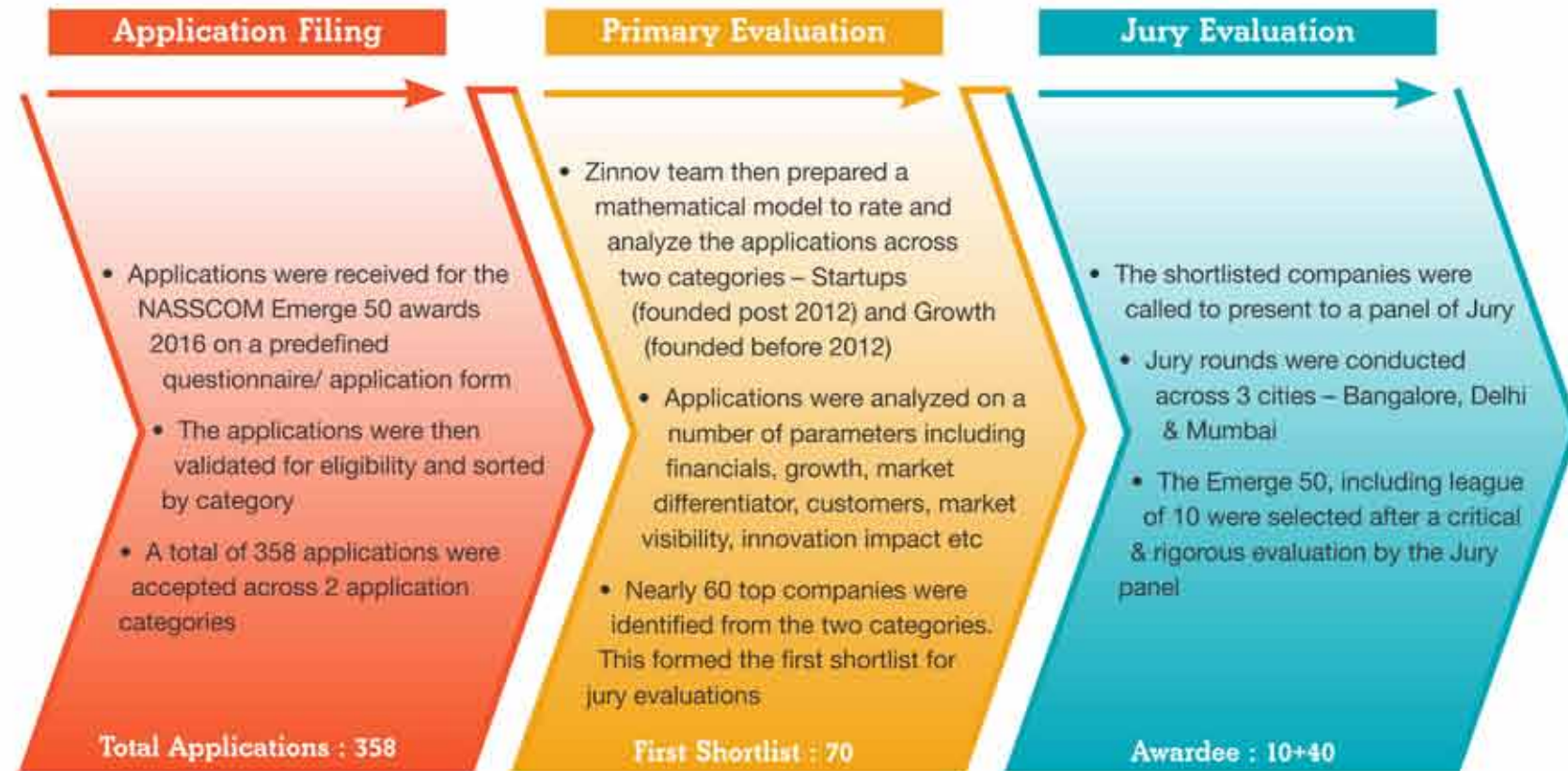
### Social

Codigami Labs Pvt Ltd  
Fame Digital Pvt Ltd



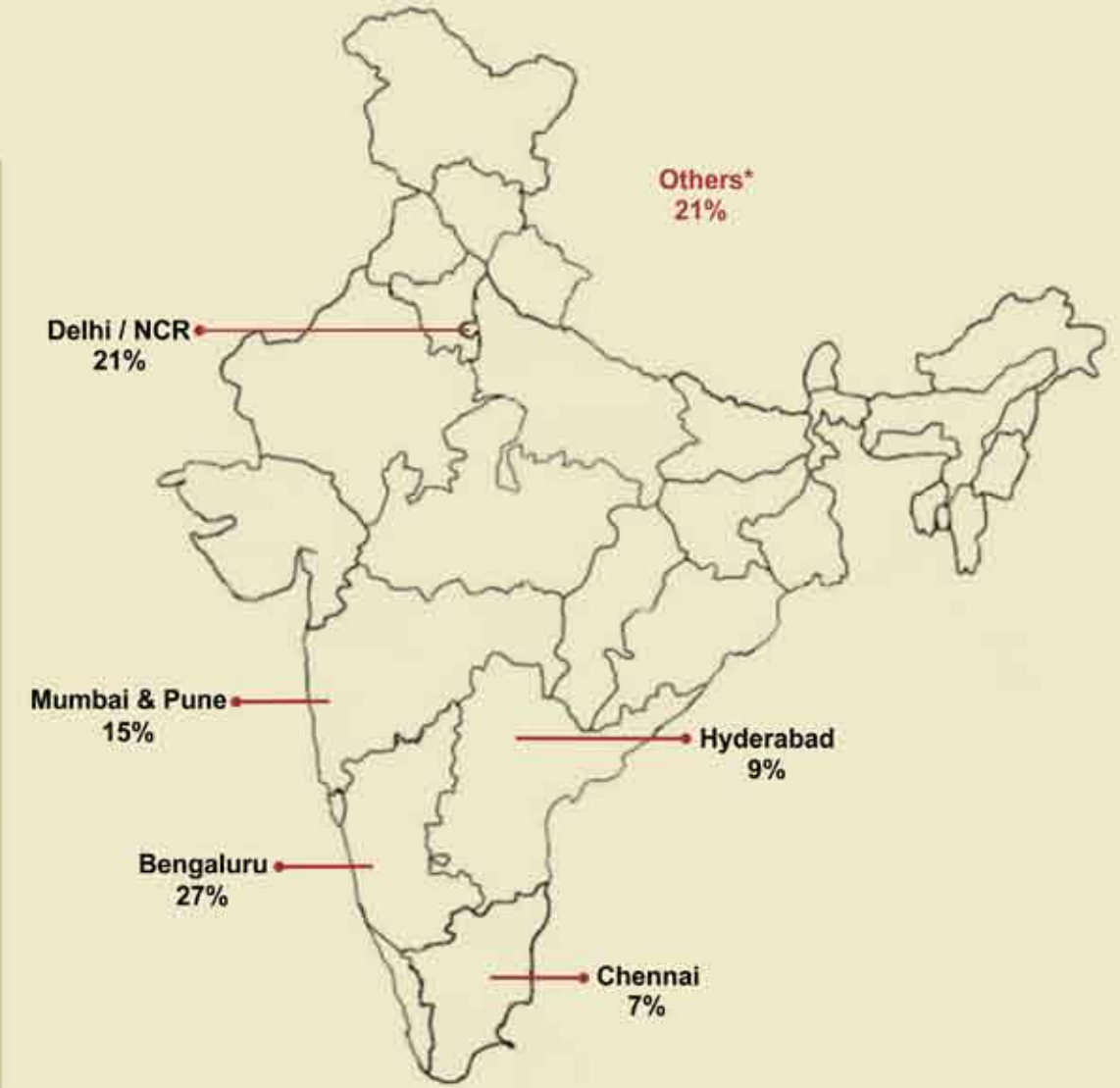
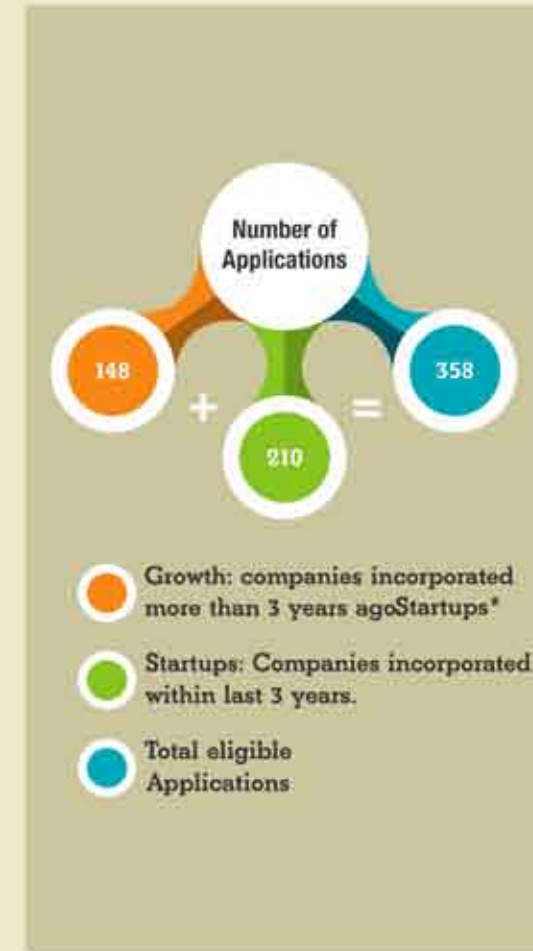
# Selection Framework

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



# Selection Framework

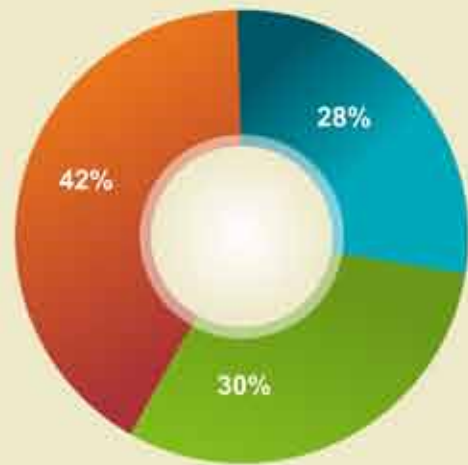
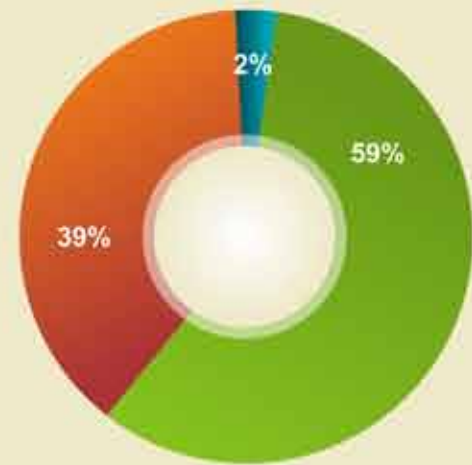
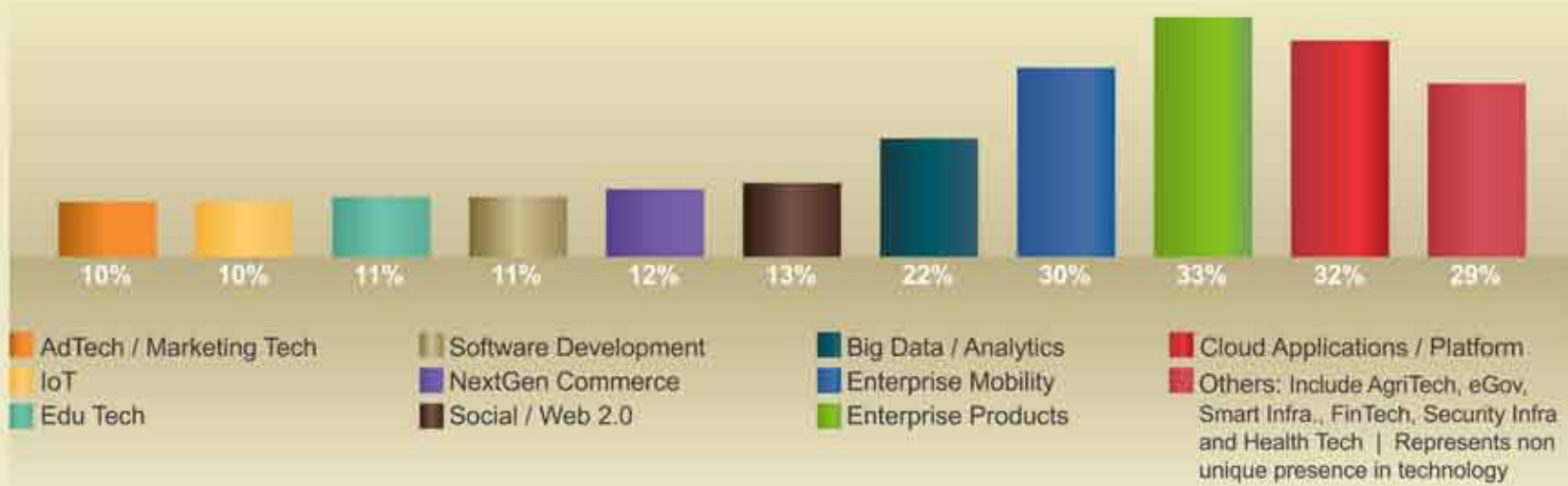
Bengaluru has the largest share of the companies with 31% of the institutions having their base there



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

# Selection Framework

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



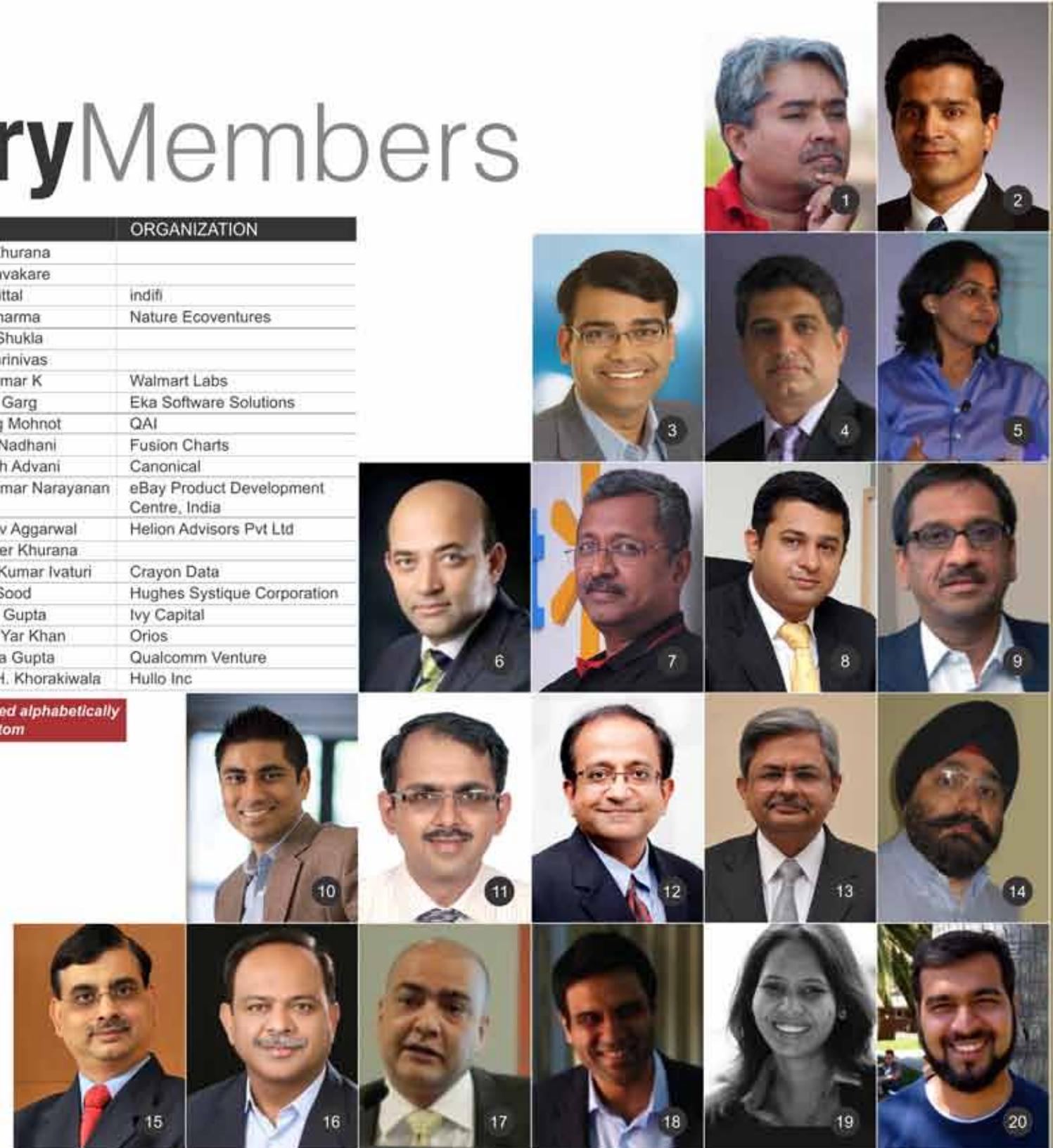
No/Not Required Patented Applied / In Process

Funded Seek Funding Self funded- Do not seek external funding

# Jury Members

S.NO.	NAME	ORGANIZATION
1	Ajeet Khurana	
2	Ajay Lavakare	
3	Alok Mittal	indifi
4	Alok Sharma	Nature Ecoventures
5	Anuja Shukla	
6	G N Shrinivas	
7	Jayakumar K	Walmart Labs
8	Manav Garg	Eka Software Solutions
9	Navyug Mohnot	QAI
10	Pallav Nadhani	Fusion Charts
11	Prakash Advani	Canonical
12	Ramkumar Narayanan	eBay Product Development Centre, India
13	Sanjeev Aggarwal	Helion Advisors Pvt Ltd
14	Subinder Khurana	
15	Vijaya Kumar Ivaturi	Crayon Data
16	Vinod Sood	Hughes Systique Corporation
17	Vikram Gupta	Ivy Capital
18	Rehan Yar Khan	Orios
19	Swapna Gupta	Qualcomm Venture
20	Taher H. Khorakiwala	Hullo Inc

\*Photos arranged alphabetically from top to bottom



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