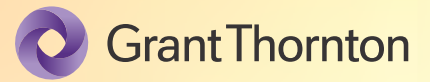


Knowledge Partner



EVOLVE

& TRANSFORM



TODAY'S EMERGING COMPANIES ARE TOMORROW'S LEADERS



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Foreword



Welcome to the 11th edition of the NASSCOM Emerge 50 Awards. This compendium covers some very exciting and high potential product initiatives by a mixed genre of companies, who are either start-ups or in the growth phase of their journey.

This is Grant Thornton in India's 4th year of association with Nasscom for the Awards. Each year has been exciting for us due to the ever-evolving start-up ecosystem in India. We face newer challenges and opportunities, however, together we have been highly adaptive in our approach where unlearning and relearning is the mantra. This award property has been consistently highlighting some very new products in the technology and innovation space with a high potential for growth, setting examples for others.

This year we received over 400 applications from different parts of the country with Bengaluru topping the chart, followed by other metro cities like NCR, Mumbai, Chennai, and Hyderabad, among others. The process of evaluation and selection has been ever-evolving and rigorous to meet the changing requirements and feedback from various stakeholders. A crucial change for the year was categorisation of products based on domains like FinTech, AgriTech, EduTech, etc. to bring in more parity and a clear sense of comparability.

Decision making is always tough as it is very difficult to pick one from many strong applicants. We congratulate all companies who made it to the Top 50 of the Emerge 50 Awards 2019.

We thank NASSCOM for giving us the opportunity to be the knowledge partners and look forward to playing a meaningful role in India's growth story.

Vikas Gambhir

Director, Grant Thornton





Making A Trillion Dollar Economy A Reality - Unlocking India's High Potential Product Ecosystem

India's software product industry has been targeted to achieve \$80 billion revenue mark by 2025 – that was the vote of confidence provided by none other than Union Minister Ravi Shankar Prasad as part of recently launched National Software Product Policy. In 2018 alone, 1,800 startups were created. Today, there are nearly 20,000 startups in India and about 8,000 of these are tech ventures.

This is testimony to India's strength as a leader in the product innovation space.

In the past decade, Indian IT has undergone a reformation like none other. From being known as the hub for business process outsourcing well through the 1990s and a good part of the 2000s, today, our moniker is that of growing deep tech, churning out a suite of cutting-edge solutions using technologies like IoT, AI, ML, AR/VR and Robotics.

One of the metrics of a startup's success quotient is its VC-worthiness. Out of 27 unicorns in India, not even one is a deep tech company. While one might argue that product startups are yet to see tremendous financial validation, unlike several multi-million dollar consumer internet companies, experts are of the belief that capital invested in product companies are “patient capital” and will bear fruit.

And the stupendous success of companies like Zoho, Freshworks and Druva prove this belief. This year, the acquisition of conversational startup entity Haptik by Reliance Jio for nearly INR 230 Crore is a harbinger of the notion that pure tech play companies are here to stay and will rake the millions from corporates.

Today, India stands at a very exciting threshold. With the advent of several new technologies, newer avenues for business have opened up. Deep technology is no longer something brewing out of an R&D facility, but a tangible, exciting prospect, enriching our lives and enhancing potential for innovation. With Artificial Intelligence is at its peak in India now, policymakers and governments truly understand the immense value these technologies bring in solving grassroots-level challenges in healthcare, education, urban planning, and agriculture among others.

This year's Emerge 50 companies reflect this very same spirit of innovation, social change and scale. Out of 600 nominations received, 50 companies with a strong product IQ (Innovation Quotient) were selected. Emerge 50 awards was reformed into category wise awards and nominations were invited in 10 categories - Enterprise SaaS, Retail Tech, Fintech, Logistics, Bharat, Healthtech, Cyber Security, Hardware & IoT and Strategic Sectors.

In the spirit of competition and to enhance the quality of participation, the 50 finalists were further filtered and 10 best solutions were shortlisted as this year's Emerge 50 League of 10. Be it their market strategy, customer acquisition rates, unique technology value proposition or sheer tenacity as a pathbreaker – each startup in the League of 10 deserves huge merit.

Our heartiest congratulations to this year's winners for breaking new ground in technology, and doing their bit in making India a technology innovation destination. And, special thanks to our knowledge partner Grand Thornton and eminent jury members across 10 categories.



Debjani Ghosh
President, NASSCOM



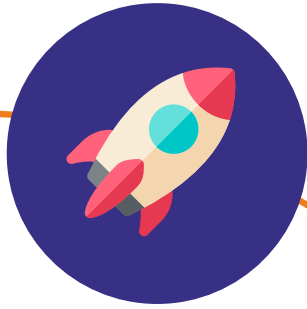
Atul Batra
Chair, NASSCOM Product Council





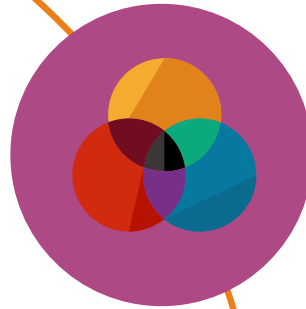
10 LEAGUE OF





Innovation

- Jiny is world's first Assistive UI platform for the next billion users
- Jiny is solving the digital barrier for the non-savvy, next billion users through new class of Assistive Interface
- It guides new digital users through complex digital tasks in their local language
- Jiny has shown to improve digital adoption rates by 50%-150%



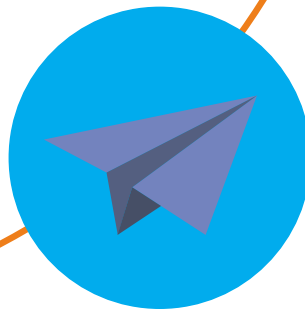
Product

Jiny's Assistive UI platform comprises of 2 aspects: Mobile SDK and Jiny's web dashboard. The SDK can be integrated inside any mobile application by just adding a script. The assistive experience is then designed using the dashboard. The assistant can run on native mobile as well as web views on an app. Currently, Jiny supports 8 Indian languages like English, Hindi, Kannada, Telugu, Tamil, Marathi, Bengali and Malayalam but can extend to any language.



Journey so far

Jiny is currently working with a range of internet businesses across different domains. Reliance Jio is one of its first customers.



Way Forward

Jiny will continue to expand in India and partner with internet businesses. The emerging markets around the world will also need a solution like Jiny and the company intends to get there first. The next target markets would be Latin America, Southeast Asia and Africa.



Fun Fact!

Project Catalyst Assistive UI platform which counts Reliance Jio as one of its customers, and is currently supports eight Indian languages.

Category
Bharat

 **Jiny**

Jiny is the world's first assistive UI platform for businesses. It guides users at each and every step in their preferred language through its audio-visual assistant.

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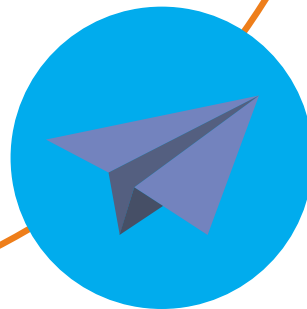
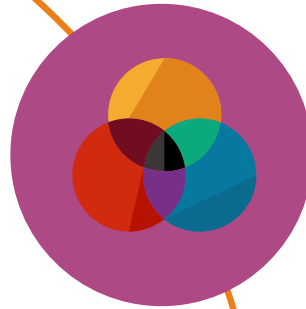
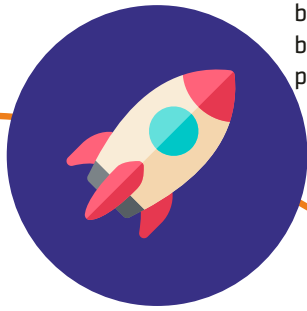
// **D**igital apps are currently designed keeping in mind the first billion users who can comprehend Graphical interface easily. The next billion users do not understand Graphical interfaces yet. So the question is - What will be the interface that will enable non-savvy users to cross the digital barrier? The answer is Assistive User Interface. The next billion users need digital handholding. Jiny is an Assistive UI platform, which enables app developers to add contextual assistive capabilities to their apps. //





Innovation

There are prevention and detection capabilities for data in transit. There is no cloning of the encryption key, which is based on a quantum source and is 100% random. The Unique Implementation (UI) based on Differential Phase Reference Protocol – bringing theoretical QKD to a commercially viable product.



Product

Armos is a 19-inch hardware box quantum key distribution product that offers hack-proof communication by ensuring encryption keys will not be accessible to hackers to harvest the key for decrypting it later. Based on principles of quantum physics, this solution ensures keys are 100% random, on demand and cannot be copied. For instance, an OFC cable is very easy to tap and encryption systems are only as secure as the security of their keys. Organizations today are dependent on service providers for managing the keys of encryption. Loss or leakage of these keys by treason is a high possibility, in addition, the imminent advent of Quantum Computers. Quantum Key Distribution attempts to secure our networks by eliminating any eavesdropper during the distribution of key. Our product also has a key management layer to provide intelligent insights to prevent attacks.



Journey so far

QNu has launched India's first and the only Quantum Cryptography products and solutions company and has build favours and use cases for Academia Enterprises - banking and telecom, defence and public sector. The journey has been challenging - building a product with high-speed precision electronics, quantum optics and state-of-the-art hardware design. Further, the conversion of a theoretical concept to a commercial-ready product of military grade quality was a big milestone achieved in a cost-effective way. Also, bringing a core team in place to create an interdisciplinary understanding took time.

Way Forward

The R&D roadmap is forward-looking on how cryptography is going to evolve in the foreseeable future and the emerging security needs of the enterprises in the digital and cloud era which would include lattice-based codes and proprietary algorithms that will be deemed Quantum Safe, and progress towards Free Space and Satellite based QKD systems. With strong technology entry barriers, high-cost competitiveness and a progressively growing threat perception, QNu is ideally poised to exploit this emerging quantum cryptography market

Fun Fact!

QNu Labs
QNu has launched India's first and the only Quantum Cryptography products and solutions

Category
Cyber
Security

Q → NU

Armos – Quantum Key Distribution Product, which creates an additional data security layer using quantum physics principles to address vulnerabilities in cloud storage, internet communications and data transmissions.



/// We believe that our job isn't only to get the requirements or engineering right; rather it is to create a product that can change the world. ///

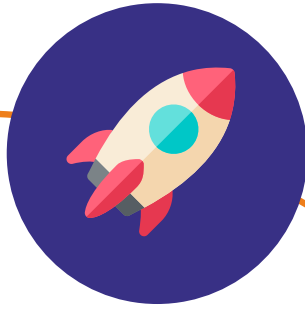


Sunil Kumar Gupta
CEO



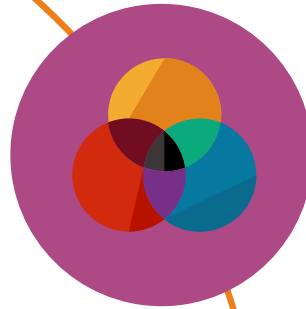
Innovation

JustCall can natively integrate with all popular CRMs, Helpdesks and Business Tools. It provides powerful workflows around voice and SMS to automate sales and support tasks. The SMS Bot automates customer queries 24/7, while conversational AI helps managers track performance and implement better training practices.



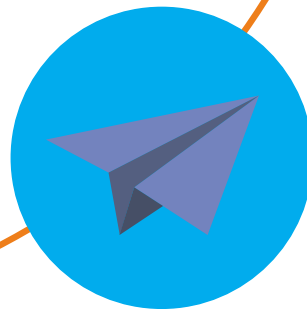
Product

JustCall allows a business to setup a scalable cloud-based contact/call centre right from the browser within minutes without any hardware requirements. So, your sales and support agents can make, receive and track customer interactions via voice & text from anywhere, anytime and via any device. Phone numbers for 70+ countries is available with easy-to-setup call distribution and call logging rules – basically anyone from your team can use and manage this contact



Journey so far

We built JustCall for our own use but after realizing the value it brings to the table, we launched it for other businesses in Dec 2016 and got our first paying customer in March 2017. Since then we have grown organically to \$3mi+ ARR and continue to grow triple digit annually. We are 40+ people strong team distributed across India, Philippines and US. And, we are bootstrapped and profitable. What really worked for us was a focus on customer feedback and suggestions for achieving product market fit quickly, the presence of a solid product based on continuous feedback and crucial integrations & partnerships with other business tools. It has been a great learning experience so far and we continue to enjoy building & growing JustCall every day.



Way Forward

We have a solid product with us that competes with the best in the market globally. Going forward, we will be innovating in the field of Conversational AI & further help sales and support agents to perform better. We are going to launch 3 more products in next 5 years to expand our market and increase our ARPU.



Fun Fact!

Slabs Technologies Automatically logs and tracks calls and texts from your CRM, providing numerous useful workflow automations, and saving 375 hours per agent per year.

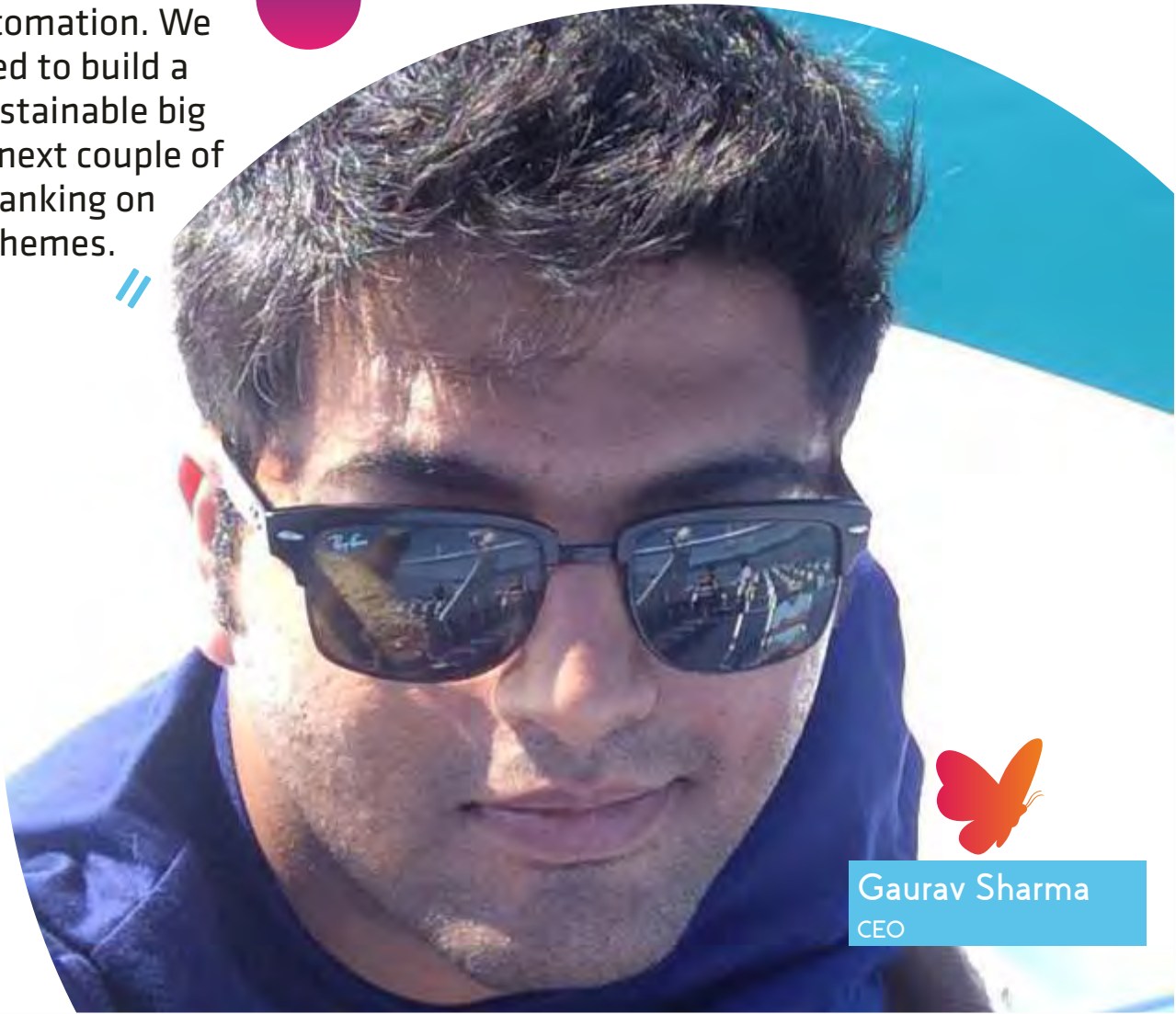
Category
Enterprise



JustCall is a cloud phone system for growing sales, support and remote teams that allows you to automatically log and track all your calls and texts from your CRM. It provides numerous useful workflow automations that saves 375 hours per agent per year.



/// We are big time bullish on 3 main themes – cloud, remote and automation. More & more businesses are hiring employees remotely so all the businesses will eventually move to cloud. In order to improve margins, businesses will continue to adopt workflow automation. We are well placed to build a growing & sustainable big business for next couple of decades by banking on these three themes.

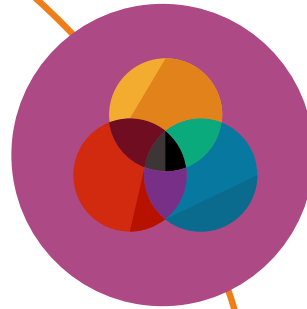
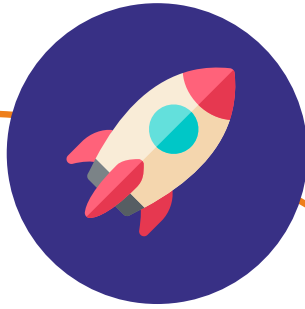


Gaurav Sharma
CEO



Innovation

- M1xchange Unique bidding mechanism for best value offered against an invoice for discounting
- It's the first-of-its-kind trade receivable platform that brings Buyer, Seller and Financier on the same platform giving complete transparency to the transaction process
- Seamlessly integrates with Legacy ERP system. Moreover, there is mandatory use of Digital Signatures to enhance the validity of digital transaction and implementation of Blockchain to curb the possibilities of double financing frauds.

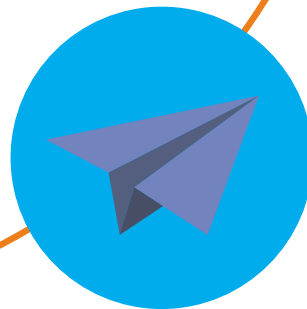


Product

M1xchange is a TReDS Platform set up under Payments and Settlements Act 2017 under RBI's approval. The platform serves as a transparent and quick medium for the MSMEs to avail quick disbursement of their payments from their respective buyers, through banking and factoring companies in a digitally environment.

Journey so far

Mynd Solutions Pvt Ltd, the parent company of M1xchange got in-principle license to setup and operate TReDS platform in the year 2015. Sundeep Mohindru its Founder-Director envisioned the financial freedom of Indian MSMEs and built a team with members having similar thought process to setup M1xchange. The platform was made live on 7th April 2017. In just a year, M1xchange has created a pan-India network of participants that include Public and Private sector corporates & their MSME Suppliers, and banks/NBFCs who participate in financing of receivables of these MSMEs. In the first year of M1xchange the platform discounted a total of INR 305 Cr (FY 17-19), which increased to INR 2,280 Cr in FY 18-19. The total number of registered partners on the platform grew from 260 to 1,500 in the second year and currently the platform stands at 3000+ registered partners that include Corporate Buyers, MSME Suppliers and Banks/NBFCs.



Way Forward

In three years we aim to register 15,000 partners and strengthen the Indian economy by helping more and more MSMEs. Allowing NBFCs to participate in transactions will give a boost to the TReDS ecosystem and will further help MSMEs. There are plans to integrate M1xchange with GEMS portal, this will increase our reach to MSME multi fold. Integration of M1xchange with GST will further enhance the objective of TReDS with M1xchange.



Mynd Solutions

M1Exchange has 3000+ registered partners that include Corporate Buyers, MSME Suppliers and Banks/NBFCs, and is going strong!

Category
Fintech



TOMORROW'S MONEY TODAY

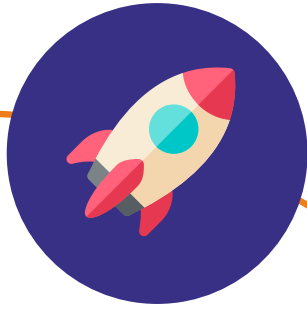
A vision to channelize MYND's leading practices to offer best-in-class Trade receivables exchange for MSMEs, Corporates & Financiers; ensuring seamless liquidity flow between all stakeholders, contributing to the country's growth.



// Financial inclusion of MSMEs is important for economic growth of our country. M1xchange has endeavoured to set up an innovative way of financing receivables of MSME enterprises at competitive rates, thereby reducing the business risk and enabling their growth. //

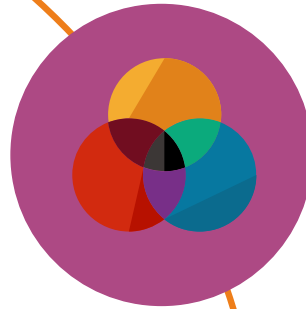


Sundeep Mohindru
CEO



Innovation

ALS offers integration of multiple devices, OTP-based restricted access for fail-safe and fuss free remote operations. It has an end to end, customizable solution for process enforcement and monitoring process compliance. In addition, there is a multi-channel communication platform integrated with ERP enabling alerts and audit trails. It provides real-time asset tracking, reports & analytics for better decision making.



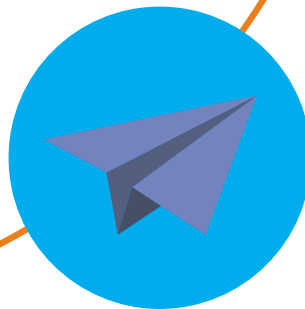
Product

ALS is an IoT platform that supports multiple devices to be controlled based on real-time business rules from a cloud-based server. ALS can be integrated with the ERP system and can be customized for multiple domains and use-cases including managing asset production, storage and transportation.



Journey so far

The journey started in 2012 with identifying that most challenges in storage and transportation of assets is not related to locking but one of security and process compliance, which can be better addressed using IoT. A universal IoT platform has been created and patented, that can handle multiple devices, communication channels, operate real-time and is fail-safe. Unique operating models including Device-As-A-Service have been created and successfully operated across geographies. The ALS platform currently handles around \$250 million worth of assets each month with 200,000 updates handled by the server each day.



Way Forward

There are more products being planned to be introduced in the ALS platform to make it more robust in addressing multiple use-cases across domains and geographies. The platform is being scaled to cover international geographies including South East Asia, MENA and USA.



Fun Fact!

KritiLabs

The ALS platform currently handles around \$250 million worth of assets each month with 200,000 updates handled by the server each day.

Category
Hardware
& IoT



A vision to create a world-class IoT Platform with products designed, developed and manufactured in India for a global market.



“We cover different operational assets, which are at a disadvantage either due to geography or complexity of processes involved. We help our clients make their operations smarter, secure and more productive.”



Dr. L. N. Rajaram
Co-Founder

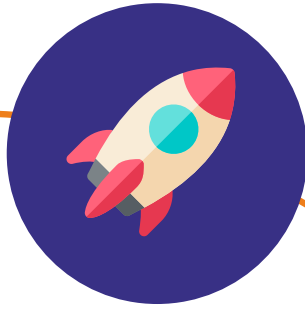




Innovation

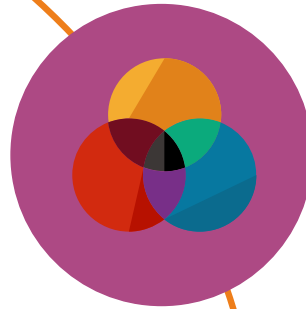
Our DTx suite is:

1. Clinically validated with published real world evidence across 20 medical publications.
2. Working across multiple chronic conditions in diabetes, cardiology, nephrology, and respiratory.
3. Culturally and linguistically adapted for English, Hindi, Kannada, Bangla with other regional languages coming up.
4. First prescription endorsement in Asia.



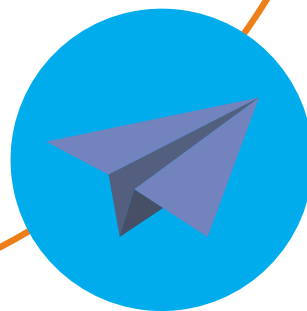
Product

Our DTx suite consists of multi-lingual smartphone therapeutic patient applications, paramedical intervention dashboards, physician clinical decision support dashboards and reports, and enterprise population analytics, all powered by our proprietary clinical and behavioral intelligence logic system. This enables episodic healthcare to become real-time and continual for better chronic disease management.



Journey so far

Family members dealing with the pain of managing chronic diseases without any support led to the formation of the company. We spent almost 3 years in clinical development, studies and pilots before commercializing. We have helped 15,000 patients to date. We have partnered with Roche, Novartis, Cipla, Bayer, Wockhardt Hospitals and Aviva Life Insurance in 2 countries in Asia, across diabetes, nephrology and cardiology digital therapeutics. With over 1 million patients under contract, \$4.5m in venture capital and 100+ employees, we are just getting started.



Way Forward

We are investing in ML to augment the predictive and intent capture capabilities across the platform. Data security, privacy and healthcare certifications are underway as a run up for entry into regulated markets. Depth in both cultural adaptation and disease management is underway.

Fun Fact!

WellThy Partnered with pharma majors Roche, Novartis, Cipla, Bayer, Wockhardt Hospitals and Aviva Life Insurance in 2 countries in Asia, across diabetes, nephrology and

Category
Health
Tech



Wellthy Therapeutics is Asia's largest digital therapeutic (DTx) working with pharma / insurers / healthcare systems to improve patient outcomes for chronic diseases.



// Patients don't pay for drugs or consultations, they pay to get healthier. Episodic healthcare can't solve for continual lifelong diseases. Wellthy Therapeutics aims to inspire and enable millions of patients to reverse, prevent or manage their chronic condition by enabling healthcare stakeholders to take accountability for outcomes at scale. //



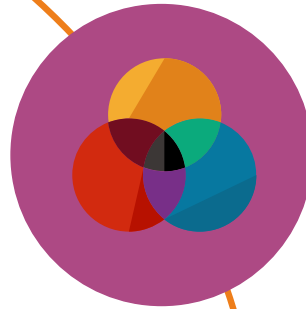
Abhishek Shah
CEO





Innovation

Routematic's award winning, route planning and trip dispatch solution uses a combination of big-data analytics and ML/AI in its core engines for route optimization, travel-time prediction, predictive fleet dispatch & delay prediction to solve daily office commute for the entire city.



Product

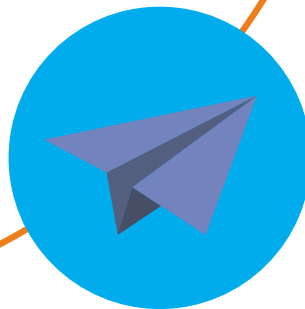
Through its AI-powered platform, Routematic is the only product that combines both demand-side technology and supply-side fulfilment capability to deliver unmatched safety, reliability, cost optimization, on-time performance and 100% compliance. Powering over 1 Mn trips per month across 12 cities, Routematic is the highest rated app in the office commute category.



Journey so far

Routematic started as a transport management ERP in December 2013 for the corporate sector, to manage the daily commute of their employees. Routematic's footprint grew rapidly thereon and today we serve 70+ enterprise customers, powering over a million trips per month, across 12 cities in India.

In 2018, we launched the "Routematic Commute Fleet Xchange" – an AI-powered fleet marketplace that's fully compliant and works on an automated dispatch model, transforming the way people commute to office every day.



Way Forward

Riding on the massive success of the Routematic Commute Fleet Xchange in Pune and Bangalore, we are gearing up to expand our footprint to other tier-1 cities in India, for both B2B and B2C markets. We are also fully committed to going green with a plan to incorporate at least 30% of our fleet as EV's by the year 2022.



Fun Fact!

Nivaata Systems Powering over 1 Mn trips per month across 12 cities, Routematic is the highest rated app in the office commute category.

Category
Logistics

Routematic

Routematic is an urban mobility solution that caters to daily commute through its demand side route planning, tracking technology and supply side Fleet Exchange for trip fulfilment.



For most organizations, shuttling their employees back & forth home and office is a daunting task. With our disruptive technology and innovative supply model, we have built our own ecosystem that's favourable to daily commuters and drivers. Our aim is to provide safe, reliable, comfortable and affordable daily commute options to every member of the global workforce while reducing global carbon footprint.

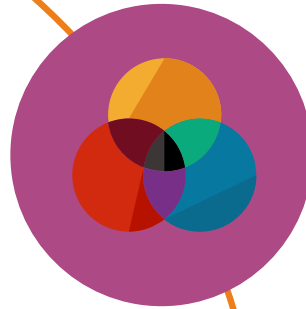


Surajit Das
CEO



Innovation

- The #VerticalAI for retail understands retail ontology and comes with its proprietary retail NLP in 15+ languages
- The AI models can be trained easily on raw product data to answer product questions of customers instantly and driving up sales.
- The solution enriches the product catalog and consumer profile information and generates precision marketing insights from the raw conversation data.
- Deployment within 4 weeks across channels, comes with its own integrated Livechat solution and AI powered Product discovery API for easy integration.



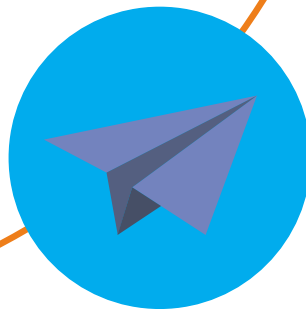
Product

While shopping online we all get questions about the products but we do not get the answers easily. On the other hand, the brand who is making & selling the product, knows everything about their products and has all the answers. Testimony of this problem is when Forrester said "53% of customers will abandon an online purchase if they can't find a quick answer to their questions". AskSid Conversational AI full stack solution helps global brands and retailers solve this precise problem and drive up their sales.



Journey so far

Started in 2017, AskSid.ai is live in 18 international markets supporting 15+ international languages and counts some of the leading international retail brands in EU, USA and APAC as its customers. Owing to the unique strategic value of helping to improve P&L, some of our customers have also launched the solution at physical stores in UK and elsewhere recently. We are also a global IP cosell start-up of Microsoft and our implementation at a luxury European fashion brand was recently launched as a global success story on customers.microsoft.com.



Way Forward

With a vision to build a \$1Billion global product company out of India, our aim is to reach \$100M ARR in 7 years. This scale up will come from an aggressive go-to-market and an exciting product roadmap covering -

- going deep in retail and building verticalAI models serving use cases like video, image, computer vision, voice etc.
- expansion to new channels, new languages and
- Deep personalization and analytics.



Fun Fact!

AskSid.ai Live in 18 international markets, supporting 15+ international languages, leading international retail brands in EU, USA and APAC are happy customers.

Category
SaaS

asksid

A B2B vertical AI SaaS business offering a Conversational AI full stack solution for Retail and Consumer Good brands that helps in improving P&L of global brands.



Can chatbots help in improving your P&L? Yes, it can but only if your Conversational AI is built on #VerticalAI principles where you own the experience layer, the underlying AI models that drives this experience and proprietary domain data that powers these models.

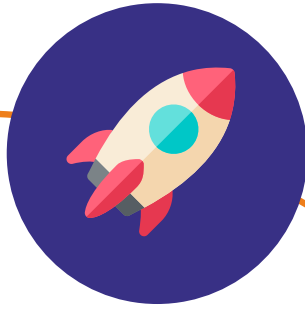


Sanjoy Roy
Co-Founder & CEO



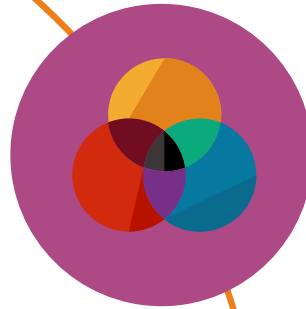
Innovation

- Deep tech to develop user personas based on content consumption and personalise content / holiday recommendations
- Efficient SaaS platform for travel agents to access user community, digitize inventory and sell packages online
- Dynamic Lead Scoring and Auto Lead Forwarding algorithms to help us match travellers to relevant travel agents to increase conversions
- AI chatbot to engage with community and help users with content and itinerary recommendations



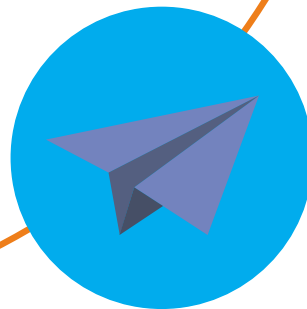
Product

Travellers engage with the Tripoto community as either consumers or contributors. Tripoto engages traveler consumers through three kind of user journeys - Discovery, Search, and chat. For contributors, it provides them with social proof and recognition of belonging to a powerful influencer community and getting enough visibility for their content.



Journey so far

Tripoto was born out of a need for a platform where travellers can connect with one another and share their travel experiences. What started as a way to share travel stories and itineraries with friends and family has now become a successful Series-B funded tech company that is growing at breakneck speed and epitomises the scrappy agile startup mentality while already at the scale of a large business. Tripoto has grown to 50+ million users and is partnered with some of the biggest names in the travel industry. Tripoto recently won an award for the 'Best Entertaining Content on Social Platform' by Inkspell Media.



Way Forward

- Scaling E-commerce: Tech assisted conversions to sell holidays online using chatbots and influencers
- Deepening Vernacular reach: Text, audio and video content curated in local languages. We have already launched Tripoto Hindi, which has seen exponential growth - 1 million+ users in 3 months.
- Strengthening loyalty: Users earn Tripoto credits by engaging in the community and creating high quality content. We are deepening our partnerships to enable users to redeem credits for travel and travel gear

Fun Fact!

Tripoto Already at 50 million users, and won an award for 'Best Entertaining Content on Social Platform'.

Category
**Retail
Tech**



Tripoto is the largest and fastest growing travel social network in the world. It has 50mn+ users and partnerships with the biggest names in the travel industry. This is owed to the superior product, beloved UI and engaging user generated content. 60% of Tripoto's users are in the under-35 bracket so it uniquely understands and connects with the fastest growing consumer class.

“Tripoto has been one of the pioneers in the travel-tech market and our full-stack platform has enabled us to solve not only the trip planning problem for travellers but also bring thousands of travel agents online and help them run their businesses efficiently. Our user-first approach will enable us to best address the next 100M+ travellers whose behaviour will be digital and mobile-first.”

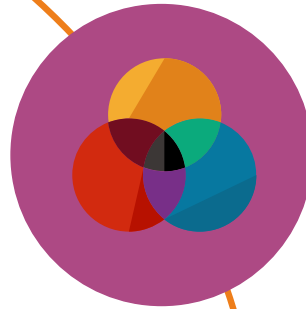
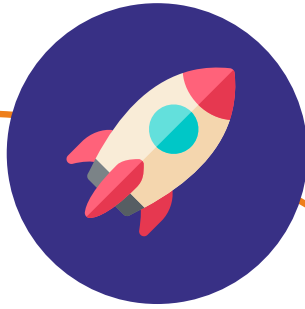


Anirudh Gupta
CEO



Innovation

- Reliable and cost efficient X-Ray Baggage Scanning at hotels, malls, and Government Premises
- Generates Isometric view of the scanned objects using Single X-Ray Generator and Single L-Shaped Detector Box
- Unique geometry
- Unique AI/ML based Shape detection algorithm
 - Guns, Sharps, battery bank, lighters, bottles
 - Reduces operator fatigue
 - Improved efficiency of detection



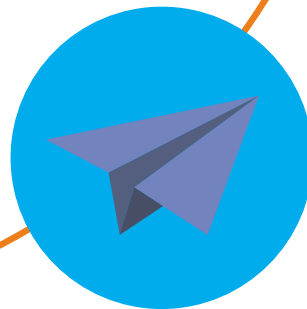
Product

KritiScan™ 6040R is a 3D X-ray Baggage Scanner that uses innovative isometric view for generation of 3D imaging (isometric) but with a single generator and detector array - this is available for the same material cost as a single view traditional scanner. It also uses AI/ML based shape detection technology to automatically identify possible threats like aerosol cans, lighters, guns, knives, battery banks, which can go undetected by current manual image scan technology.



Journey so far

Vehant's KritiScan™ 6040R - 3D X-ray Baggage Scanner is a "Make in India" product. KritiScan™ 6040R was launched in April 2018. To date, FOUR crore of KritiScan™ 6040R have been purchased. We recently exported FOUR 3D machines to Kenya and did an MoU to manufacture 3D x-ray in Egypt. We also have multiple leads from Germany, and various other African and SAARC countries.



Way Forward

We are having credible leads for at-least 100 scanners to date in India, and we hope to achieve 10-12 crore of sales from KritiScan™ 6040R in 2019-20. In 2020-21, we expect it to jump to approx. 25 crore. Globally, we have achieved traction in African countries and Southeast Asia.



Fun Fact!

Vehant Technologies Exported four 3D machines to Kenya, did an MoU to manufacture 3D x-ray in Egypt, rapidly growing interest from Germany, African and SAARC countries.

Category
Strategic

vehant
TECHNOLOGIES

KritiScan™ 6040R - 3D X-Ray is a game changer in X-Ray Scanning market, providing enhanced and reliable security but with traditional cost structure.



Technological innovation and advancement is part of our DNA in Vehant and we hope to keep driving on that path to achieve our Vision of Using Technology for Creating a Safer and Smarter Tomorrow.



Kapil Bardeja
Co-Founder & CEO





Category Bharat



'FarmMOJO' is an AI (Artificial intelligence) enabled farm advisor tool that helps shrimp and fish aquaculture farmers improving the farm efficiency and mitigates the risks from a disease outbreak.

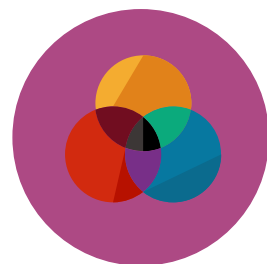


Innovation

Indian aqua farmers are losing millions of dollars every year because of the widespread occurrence of diseases and poor biomass conversion. We built FarmMOJO, an AI-powered farm advisor that uses proprietary deep learning models "Opti-Febicon" and "Morby-Mass" to improve farm productivity and predict diseases well in advance respectively. FarmMOJO's data intelligence connects farmers with the upstream (Hatcheries, Feed producers, farm equipment manufacturers, lenders, Insurers) and downstream players of the aqua supply chain (Processors, Exporters, and certifying bodies).

Product

Aquaculture in India has evolved as a viable commercial farming practice with an export value of 7 billion USD and an annual growth rate of 10-15% every year. Our organization Aquaconnect provides technology-enabled farm management service and market access to the farmers to improve their farm income. Our AI-enabled farm advisor tool 'FarmMOJO' helps shrimp farmers to enhance farm productivity and thus improves the farm income up to 5%.

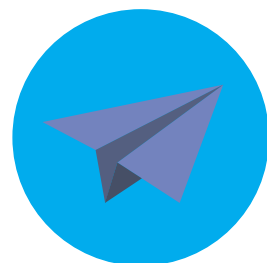


Journey so far

Unscientific farming practices and multi-layered supply chain adversely affect the Indian aquaculture industry. Lack of data-driven farming and disease outbreaks threatens the sustainability and livelihood of coastal communities. After intense research for a year, our team realized the farm data potential and its capability to solve the industry challenges. We started Aquaconnect as a full-stack aquaculture technology venture to offer end-to-end farm advisory services and marketplace solutions through our AI-powered mobile application "FarmMOJO". We configured AI to serve as a friendly farm companion for farmers to manage their culture operations efficiently and increases profits by 5%.

Way Forward

We aim to deploy the FarmMOJO platform in 15000 farms in Andhra, Tamilnadu, and Gujarat by mid-2020. Our cloud-hosted solutions can be extended to other aquatic species and geographic operations particularly in South East Asian countries such as Indonesia, Vietnam, and Thailand. With FarmMOJO data intelligence, we aim to partner with banks and insurers to innovate credit and insurance products respectively for the aquaculture farm sector.

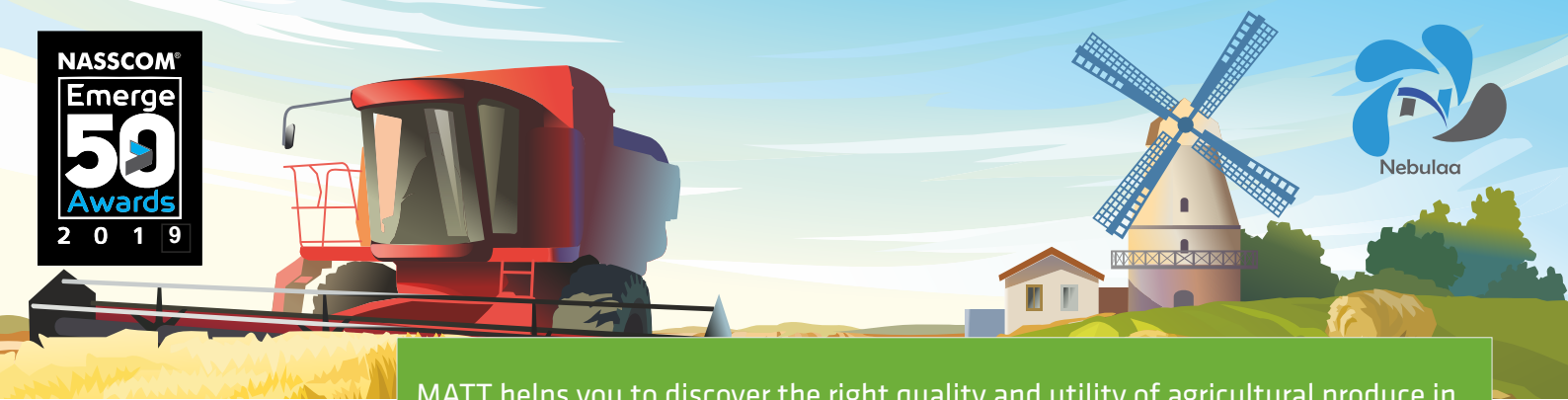


Category
Bharat

Around 1 million rural farmers and coastal communities depend on Aquaculture, particularly shrimp and fish. We are pioneering the use of Artificial intelligence for the Aquaculture sector that can revolutionize the production and disease management practices. We believe such technology intervention shall catalyze the Blue Revolution 2.0 in India and across Asia.

Rajamanohar Somasundaram
 CEO





MATT helps you to discover the right quality and utility of agricultural produce in 60 seconds.



Innovation

MATT has reduced the time of testing from 30 minutes to 1 minute. It captures multi-dimensional image to provide accurate results, can process grains - reducing overall time for assessment. It can also operate in offline mode, and results have been found to be consistent.

MATT is Nebulaa's patented product that has been developed to provide quick and accurate results for agricultural trade. It cuts down the time of physical testing and provides universal test results that enabling to find right utility of every grain.

Product

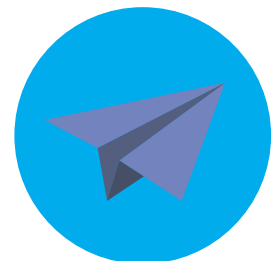


Journey so far

Nebulaa was started In 2016, with an aim to provide quick and accurate solution for agricultural produce testing. The main Target Group was the market yards where majority of agri trade takes place. After multiple client site pilots with Market Yards, Seed Company, FMCGs, Exporters, MATT's final design was released in April 2018. Since then, it has tested 30,000+ agri produce. Nebulaa was recognised by the Ministry of External Affairs and NITI Aayog among top 20 Social Innovators in 2017. Nebulaa was also part of Google's First Solve for India Launchpad.

Way Forward

MATT covers 20 of the nation's major crops. With it's nationwide presence, MATT will enable the agri ecosystem to provide right price to each produce and determine the best user for it.



Category
Bharat



We are on the journey to provide a single quality Assessment method for any agricultural produce thus enabling each grain to reach its optimum utility.



Tanmay Sethi
Co-Founder & CEO





Category Cyber Security



AShield is the World's first Double Fenced Defence grade Solution against malicious bots. We use Spatial Cryptographic Image as the first Fence backed up with an advanced Artificial Intelligence Fence which constantly learns across multiple domains.

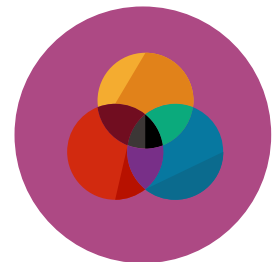


Innovation

We provide double-fenced defense grade cyber-security solution using spatial cryptography and machine learning to stop Account Takeover attacks, Phishing, OTP Thefts and malicious bots. Reverse authentication confirms to the user that the originator of SMS is really the bank. Registered Mobile Number can be identified dynamically, and multiple checks are run in the background, making transactions secure while ensuring seamless user experience.

BankShield is a defense-grade security solution to protect Banks against Account Takeover attacks, Phishing, OTP Thefts and malicious bots. We are using technology to solve a human behavioural vulnerability. We convert the traditional vulnerable OTP into State-of-the-Art secure Spatial Cryptographic Image, which is accessed via a link in an SMS.

Product

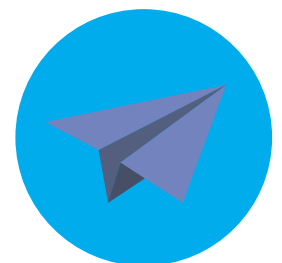


Journey so far

With more and more transactions shifting to digital economy, which led to continuous innovations in our products, we believe our products and services can play a central role in enhancing the security of online transactions. Currently, our solution is deployed with leading telecom operators in India and we have crossed over 2.3 Billion live transactions.

Way Forward

Currently, we are looking at establishing and penetrating India, APAC & Middle East and planning to grow to about 100+ clients generating about US\$10-12Mn revenues within next three years. With sufficient funding, we are looking to expand actively into US & Europe.



Category
Cyber Security

We have approached cyber-security from a new angle using spatial cryptography. Hence the current attack methods are ineffective and the hackers have to work on new attack methods from ground up. This gives us significant lead over them, we are consistently working on technology and innovating solution making it futureproof. We aim to be the digital fraud management platform in the future by expanding our product portfolio globally, partnering with other companies and acquiring complementary companies.

Sekhar Rao
 Founder & CEO





astra

Plug & play security suite for websites that makes rock solid security a five-minute affair for businesses.

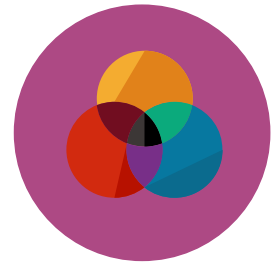


Innovation

Prevention, protection & response are the three key pillars of security. Astra offers a seamlessly coupled solution under one umbrella for each of these pillars. To prevent hacks, Astra comes with a security scan (VAPT) & to protect it, offers a rock solid firewall with a machine learning powered malware scanner. A bug bounty platform to respond to incidents assuring all bases are covered under one 'suite'.

Web security is scattered & often less understood. Astra offers all a business needs to secure their infrastructure under one roof - a website firewall, machine learning powered malware scanner, security audits & a managed bug bounty platform. All this within a seamlessly integrated intuitive dashboard making security refreshingly simple.

Product



Journey so far

Astra was started as a services company where we used to help businesses with security audits/VAPT. After interaction with dozens of CTOs & CISOs, two points that we encountered were that security is often less understood & current solutions make it even more confusing for decision makers/users to choose a security product. This leads to CXOs snoozing on security until they're hacked even if they want to take it seriously. We are a Techstars backed company with 5000+ customers in 80+ countries & have been rewarded by Prime Minister of India Mr. Narendra Modi & the President of France. A few of our customers include Cosmopolitan, Carrier, African Union, CNN-18, Ford ad Muthoot.

Way Forward

We want to be that go-to security company for SMEs. Our vision is to identify all key areas where an organization uses security products and deliver an unmatched solution for each area.



Category
Cyber Security

Someone's busy trying to hack your business, are you busy protecting it?

Shikhil Sharma
 CEO





Every distributed enterprise has data stored in fragmented IT Silos such as SaaS/Cloud applications, remote/Branch offices. This makes the system vulnerable to new cyberattacks, insider threats, data breaches and compliance violations like GDPR. Different storage solutions and data management solutions built without cyber resilience, cloud integration and data governance in mind are a challenge to data security. NervioCloud solves all these blatant critical pains and gaps with a single solution that converge data protection, information security, cyber resilience and data management as a holistic, software defined, data governance platform with a granted US patent and several other patents pending.



Innovation

Our product includes multiple innovations, protected by granted US patents or pending patents. NervioCloud is the world's first wide area file system running in a hybrid-data cloud foundation with disaggregated control plane, data plane and security plane making radically new security services possible. NervioCloud stores data in a decentralized, hybrid-cloud storage foundation. With NervioCloud, all data silos are logically centralized, while physically decentralized - a key imperative for cyber resilience and data governance. Lastly, NervioCloud is designed with security and powered by AI/ML and information theory.

NervioCloud is a file system that has built-in security and data protection and converged data management services. Data management services are used to retrieve sensitive and critical data from various data silos into NervioCloud data platform, designed with safe and secure data preservation. NervioCloud takes care of cyberattack containment, ransomware mitigation, data governance challenges and data security analytics. With NervioCloud, customers now need not worry about broken data fluidity, mass data fragmentation and various forms of data governance challenges.

Product



Journey so far

Peter Chacko started working on the ideas of NervioCloud many years before launching Neridio, as his spare time work or hobby while he was running his earlier company. Finally he started Neridio in February, 2017 as he could not resist solving a set of blatant critical needs that challenged the fragmented data silos market - Security, data governance and compliance challenges. He partnered with few Engineers, who only worked for equities and built the product in 2 years with a patent already granted in the US that he filed many years ago. From 2019 April onwards, he started going to market for early adoption and picked up initial few paying customers in a very short time and now have over 10 customers adopted the product. Neridio now has few angel investors and a team of 10 associates.

Way Forward

NervioCloud plans to win customers abroad, in US and EU market while penetrating to adjacent markets to other data silos, IoT data management, SmartCity Data security and more AI-driven data use cases.



Category
Cyber Security

By 2024, one out of every 3 enterprises worldwide will be using NervioCloud product to protect them from all new forms of data threats, insider attacks, ransomware onslaught, cyber attacks, compliance challenges and data thefts. We are uniquely positioned to compete in the world market, helping customers drive their all-connected digital platforms to future, safely and securely.

Peter Chacko
Founder & CEO



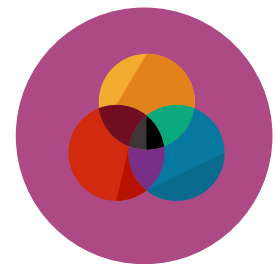


The average business takes 206 days to find out that they've been breached. IllusionBLACK detects these breaches in real-time, enables you to investigate them in minutes, and stops them from causing further damage with automated orchestration playbooks.



Innovation

IllusionBLACK works by planting decoys - real looking fake services (domains, databases, servers, applications, files, credentials, cookies, sessions, and more) - across a network. For an attacker who has breached in, there is no way to differentiate the fake from the real. While some decoys will be common across industries, the most critical ones will differentiate based on the nature of the business. For example, banks need specialised decoys for protecting their SWIFT servers and ATM switches. Manufacturing plants need specialised decoys for SCADA/ICS/IoT systems. These specialised decoys come out-of-the-box with IllusionBLACK making the solution extremely effective in specific industries as well'.



Product

IllusionBLACK is a deception-based threat defence platform designed to accurately and efficiently detect targeted threats including reconnaissance, lateral movement, malware-less attacks, social engineering, Man-in-the-Middle attacks, and ransomware in real-time.

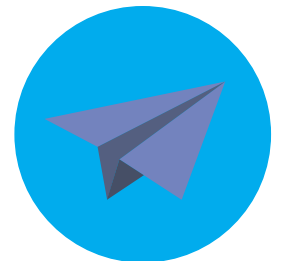


Journey so far

Before Smokescreen, we were in the offensive security business. We used to undertake high-end red-teaming and breach readiness assessments for Fortune 500 corporations. Our customers had the best security solutions deployed and it vexed us that were able to break in. We started asking ourselves - "what would keep us out" and that's how Smokescreen was born. We took our insights as red-teamers and pen-testers to build a product that would keep the bad guys out. We're deployed globally across 18 geographies, used by top banks, stock exchanges, manufacturing companies, oil refineries, and Fortune 500s, and industry folks like Gartner have rated our solution as one of the best.

Way Forward

India is the second-largest market for deception technology and we're the market leaders here. We're now committed to onboarding more international customers from geographies like North America, Europe and the Middle East. On the product front, we will continue to build features and capabilities that improve the threat detection efficacy of the solution and make it extremely easy for customers to deploy.



Category
Cyber Security

Billions of dollars are invested in cybersecurity every year and yet businesses get hacked into with alarming frequency. While existing solutions are effective, they are complex to use and difficult to fully deploy. Easy to use and non-invasive threat detection solutions have the potential to transform the cybersecurity industry globally. With Smokescreen, we are doing exactly that - building simple products that are non-invasive, easy to use, and loved by security teams.

Sahir Hidayatullah
Co-Founder & CEO



The AI-Powered EYE-D Smart Glass helps visually impaired in understanding their surroundings, navigating independently, and reading text by providing audio feedback. The smart glass has been successfully piloted with the Barcelona City Council to help navigate on streets. The team is currently conducting multiple pilots in Bangalore.

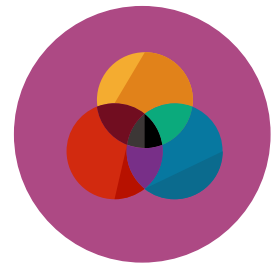


Innovation

The product leverages the existing smartphone ecosystem to keep the solution within the reach of those at BOP. It uses AI and AR to evaluate surroundings and keep visually impaired aware through audio feedback. The Eye-D Smart glass is available for businesses and universities (B2B2C) to enable employees and students be more efficient in daily tasks. The solution is customised based on business needs, with a smart glass provided as part of the package. The team revenue also comes in from Eye-D app sales globally in B2C segment.

Product

EYE-D Smart glass is an AI-powered Wearable solution for Visually Impaired (VI), designed to help them navigate independently by giving them voice instructions. The product is designed to address make the visually impaired more independent by helping them navigate, read and identify objects.

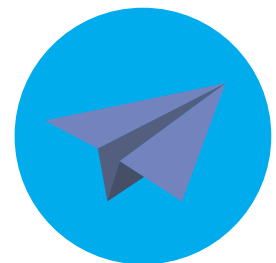


Journey so far

We launched first version of Eye-D in 2016 to empower the visually impaired with technology for independent living. Over the years, we have pivoted from hardware only to AI-Powered App and hardware solution. Every month the same base tech that powers our smart glass is assisting 20,000+ visually impaired across 160+ countries through our Apps. Eye-D smart glass recently bagged a government project with Barcelona City Council, Spain.

Way Forward

In future, the affordable AI powered Smart Glasses will play a pivotal role in reducing the gap between sighted and visually impaired. The tech will help them solve several dependency cases and make visually impaired more aware by making information around them accessible, resulting in better employability and self-confidence.



Category
Bharat

Even today, upon hearing the word visually impaired, people think of a person struggling with a white cane. It's time we empower our visually impaired counterparts with technology for independent living. Technology like AI and Wearables can be leveraged to solve this challenge once and for all at scale.

Gaurav Mittal
 CEO





Tech platform helping devotees engage deeper with their faith.

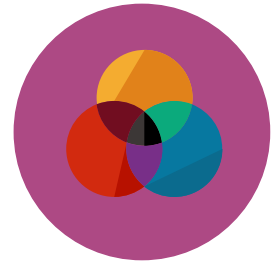


Innovation

VR DEVOTEE is the only platform in the world that delivers 2D, 3D, VR and interactive AR devotional experiences to consumers. VR DEVOTEE app offers live & recorded engagement and interactivity at appropriate points in 360 videos resulting in an emotive devotional experience that feels nothing short of magical.

VR DEVOTEE helps bridge the gap between devotees and their faith by delivering on-demand and live religious and spirituality experiences through an OTT App. No matter where or how busy devotees are, they can experience pujas/rituals on the mobile, VR headset, TV or even devices like Amazon Alexa.

Product



Journey so far

Our vision: "To be the world's largest multi faith devotional engagement platform". Kalpnik started by bringing VR/AR experiences to religion and spirituality, a path that had no precedence anywhere. With 250+ temples/Gurus and 500K installs, we have constantly learned and evolved the product: Be it the UI/UX, Contents, Tech, or the business model. From Kumbh 2019, where ~ 1M consumed ~ 40K hours of content to Mysore Dussehera where 100K concurrent users experienced the Festival live, we today have the largest repository of content that can be consumed on your phone, on Alexa and soon on TV as well.

Way Forward

VR DEVOTEE's mission is to be the go-to platform for all devotional contents, experiences, commerce & services (which will be launching soon). VR DEVOTEE expects to grow to millions of users starting with religions and spirituality that originated from India, and thereafter extending the model to all faiths and regions in the world.



Category
Bharat

Devotion already makes up 15-20% traffic on social networks. With OTT and byte-size content taking off, VR DEVOTEE is uniquely positioned to serve large audience base with contents, immersive and interactive experiences. Soon, we will also bring range of religion and spirituality services benefiting our users, partners and ecosystem.

Ashwani Garg
 Co-Founder & CEO





Category Enterprise



Alphaa AI enables natural language search on data and dashboards for next billion users.

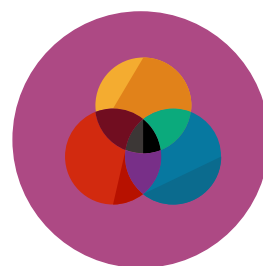


Innovation

Alphaa AI is the world's first natural language data search. A training-less AI engine, it generates dynamic queries from human language questions. Its capable of delivering analytics and creating natural language answers, with sub-second performance on millions of rows of data.

Product

Alphaa AI enables business user to search their databases and existing dashboards in natural language questions. This gives them unique capability of search, visualise and create narratives just by text or voice command, without any the need for training or an analyst. It's like searching within your data for answers, like you would simply google information.

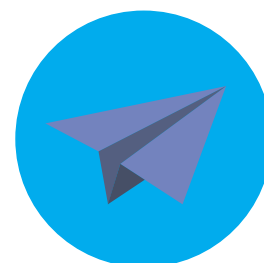


Journey so far

Fact that we had a BI company, and Saurabh is an ex-Microsoft executive with more than 17 years of experience of building ETL Tools and Dashboards, and have personally have sold another BI company for few millions in 2009 gives us a good authority in BI technologies. While we were experimenting with NLP technology we shared few videos of dashboards being created with voice commands and realized that business users were reaching out to us for an easier way to interact with their dashboard and the problem statement had changed, organisations were now anxious to understand how they can effectively and efficiently use that data that they have been hoarding, it had to be beyond visualisation. We have more than 10 million views on our videos, that sort of validated that it was an actual ask for the industry. So how do we enable business users to interact and understand their existing dashboards that they already have spent capital on? That's where we did videos and polls online to understand the market and build with constant feedback. A lot of these people who lead big organizations are our champion evangelists today.

Way Forward

It works with existing enterprise BI Tool and infrastructure in place; if there are none, it connects directly to ERP, CRMs and any preferred database. The idea is to leverage existing environments, upgrade it with Artificial Intelligence and give an organisation a fair chance to evolve without too much cost.



Category

Enterprise

How do you empower a large number of people?

By giving them more resources in an environment that they are already used to. Why would you expect people to learn complex BI tools to do their jobs better, they already have complicated jobs? Just make it simpler. As simple as searching on google or chatting on WhatsApp and then watch it scale.

Saurabh Verma

Founder & CEO





Darwinbox, recognised as the most preferred HCM solution in APAC by Gartner caters to an employee's HR needs from Hire to Retire. Over 500,000+ employees across 200+ Global enterprises like Arvind, Adani, Mahindra, Kotak, Emcure, etc. love the Darwinbox experience.

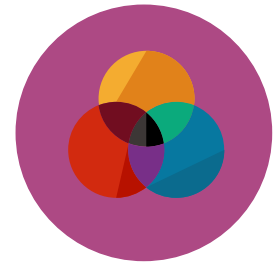


Innovation

A shift to Zero UI interface to drive efficiency and product adoption - The voice bot Darwin takes care of only not transactional activities like leave application but also gives reports on the fly. This is a first-of-a-kind holistic & interactive talent analytics with AI-powered foresight (for example: attrition risk). It provides facial Recognition to authenticate geotagged and geofenced attendance.

Product

Darwinbox is a cloud-based SaaS HR Technology platform that takes care of an organization's HR needs across the entire employee life cycle including recruitment, onboarding, Core transactions (Leaves, Attendance, Directory), Payroll and Expenses, Employee Engagement, Performance Management, Rewards & Recognition, and People Analytics. It acts as a one-stop-shop to streamline HR processes and has an evolutionary talent management system catering to every philosophy. Its solutions combine workflows with intelligent insights and smart interfaces.



Journey so far

We have been growing 3X in ARR every year for the last 3 years, a scale of growth that is rarely observed for enterprise SaaS companies built in India. We have 500,000+ employees and 200+ enterprises on the platform. Some of India's largest conglomerates use Darwinbox including Tata - Vistara, Mahindra - Susten, Adani - Wilmar, Arvind Group, Times Group, Kalyani Group - Bharat Forge. We have emerged as market leaders in the Internet & Pharma sectors, working with 11 unicorns including Swiggy, Paytm, Myntra, and 7 out of India's top 15 Pharma companies including Emcure, Zydus, Dr. Reddys. We were recognised as the "Most preferred HCM Solution in Asia Pacific-Japan" by Gartner and have been listed as "Tech companies to watch out in 2019" by CNBC.

Way Forward

Apart from extending the offering of already existing modules like performance management, talent acquisition, people analytics and core HR we are planning to launch the following modules in the next 2 years on travel, employee engagement surveys etc.



Category
Enterprise

Talent is core to the success of any business. Our mission from day one has been to build a human capital management system, that puts employees squarely at the center and enables orgs to engage, empower & elevate the potential of their workforce. Our product focus is on solving the challenges of people function in large and diverse organizations with complex structures using the best of technologies while providing stellar user experience through intuitive and interactive interfaces. This has made us the HR platform of choice for 200+ leading Asian enterprises.

Jayant Paleti
Co-Founder





Accelerating enterprise networks with SD-WAN Solutions built for Scale, Speed and Security.

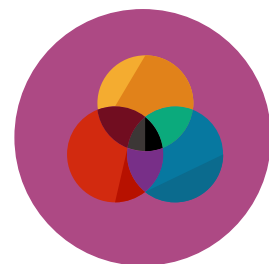


Innovation

ScaleAOn SD-WAN is an innovative controller with scale to manage thousands of nodes. Its network scaling approach brings in knowledge from web industry, and Intelligent link selection and traffic distribution algorithms ensure system picks best path for application traffic. This innovation ensures better experience at remote branches, positively impacting productivity and efficiency.

Product

ScaleAOn SD-WAN solution is the most comprehensive portfolio for transforming enterprise networks. With WAN currently a bottleneck with the slow, complex or alarmingly insecure network with branches a source of constant network budget increases, ScaleAOn SD-WAN brings with it great Network Experiences that SD-WAN promises. It's built on 100% SDN architecture empowering networks with unbeatable Scale, Speed and Security.

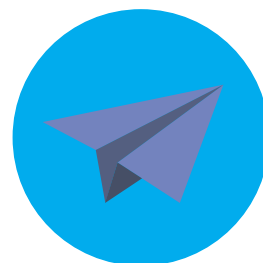


Journey so far

We started in 2015 with a dream to build next generation internet technologies for the huge demand in cloud and digital applications in India. With more than a decade of experience behind us, we were eager to build the next networking software powerhouse. We built our first software prototype within 60 days of starting the company. We called that project - K2, in honour of the second tallest mountain peak in the world. Our main endeavour would be called - Everest, THE tallest mountain peak in the world, and we are still scaling that one since 2015.

Way Forward

There is a massive convergence of networking technologies - users want a flat, fast network pipe from their device to their cloud. So WiFi, Internet Edge, Security, Data Centre networks are all being viewed as one uniform access platform. That's our vision as well for the evolution of the ScaleAOn product.



Category
Enterprise

We are relentless in our pursuit to build technologies that will solve the network speed, access and reach issues in India and emerging economies. The Internet is the backbone for information access and business transformation. We are excited to be building the company, which will make the Internet faster, safer and easier to manage for India's ambitious economy, government and enterprises.

Shyamal Kumar
Founder & CEO





SurveySparrow is an end-to-end experience management platform and the world's first to offer mobile-first, conversational surveys that promise better customer experiences.

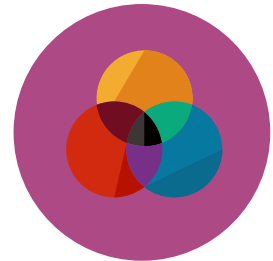


Innovation

SurveySparrow allows users to create and share mobile-first, conversational surveys, which are highly engaging and user-friendly. The SaaS startup has plans to use the funds raised in product development and build it into a continuous improvement platform, the first of its kind. With its crisp customer satisfaction and NPS surveys, SurveySparrow captures 40% more responses in addition to efficiently following up and closing the feedback loop.

With a Conversational User Interface (CUI), SurveySparrow lets users create and share highly engaging, mobile-first surveys that offer a chat-like experience. It has built-in automation that allows organizations to manage customer experience surveys, employee pulse surveys, and market feedback surveys. It serves as a platform for organizations to arrive at meaningful business decisions based on the feedback received. SurveySparrow provides a continuous improvement platform, the first of its kind to close the feedback loop instead of collecting feedback and then forgetting about it. The company also provides customers with best-in-class experience with offline feedback collection and NPS survey solutions.

Product



Journey so far

The founders believe that customer experience is a huge market with "aging" giants and a big global opportunity. The global online survey software market is valued at US\$4.065 billion and is expected to grow at a CAGR of 11.25% to reach a market size of US\$6.929 billion by the year 2022. The startup plans to take on its competitors with its unique spin on UI, moving surveys away from antiquated forms to conversations. Since its launch, SurveySparrow has conducted over 40,000 surveys so far and over 12,000+ customers in 108 countries including DiDi, PaySafe, FedEx, Deloitte Digital, SAP, and Siemens. The startup is on target to clock more than 20,000 customers by the end of 2019.

Way Forward

The startup has come a long way since its launch in October 2017 and is on target to clock more than 20,000 customers by the end of 2019. The company is planning to hire extensively across engineering, product development, marketing, and inside sales in the coming months.



Category
Enterprise

We are extremely honored to receive this award. NASSCOM has played a crucial role in all stages of our growth, to build a global SaaS from India and scale globally to 12,000+ customers.

Shihab Muhammed
Founder & CEO





RippleHire helps enterprises hire great talent that is excited to join and stay.

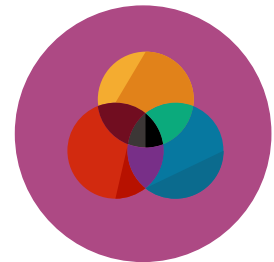


Innovation

Today, talent exists in micro social communities such as WhatsApp, where they consume content from people they trust. At RippleHire, we help you build a sourcing engine on the referral channel to hire high calibre talent on WhatsApp. By helping hire quality talent, we help CXOs impact the top line and bottom line.

Product

We solve three problem statements well. Hiring in remote locations is hard, hiring talent that stays is even harder. And, hiring quality talent fast so you can impact the top line is key. RippleHire is a sourcing platform where the team automates sourcing of quality talent helping you close positions and deliver a stellar candidate experience.



Journey so far

It is not a lot to expect to get one employee to provide you on candidate in one year. This simple philosophy has led the team to build a marketing tool that helps organizations hire great talent. RippleHire has been growing 250% YOY in terms of MRR and largely growing through word-of-mouth. They are an ISO27001 certified, SOC2 Type 2 certified organization with users in 15 countries today.

Way Forward

Our mission is to make recruiting effortless, human and delightful. We strive to impact a million recruiters and a billion job seekers. In this mission, we are building products that help enhance recruiter productivity and deliver a premium candidate experience.



Category
Enterprise

The business landscape is changing rapidly with innovative business models disrupting industries. Winning the war for talent is key as the world increasingly moves to a winner-take-all model. We are excited to help CXO's build high calibre teams by winning the war for talent.

Sudarsan Ravi
 CEO





Virtually no one has the time to fully watch informational videos being created by organizations for learning, marketing and communications. VideoKen uses AI to make videos discoverable, searchable and navigable.

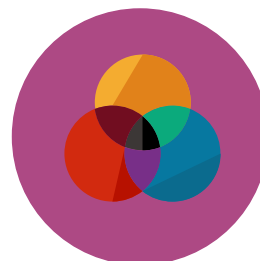


Innovation

VideoKen has three distinct modules - AI-based Video Processing Pipeline, Backend module to host background services and APIs, and Front-end/User Interface (UI) module, which renders indices generated by the previous module for end-user consumption.

Product

VideoKen deep indexes videos, creating table-of-contents and phrase cloud, which succinctly summarize key topics in a video. VideoKen's discovery platform powers an organization's video search engine that parses and lists videos with the highest relevancy, making it easy for viewers to find pertinent information inside videos and navigate accordingly.

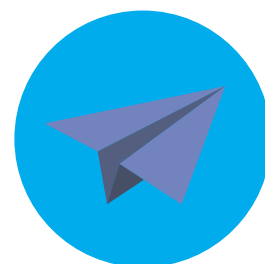


Journey so far

VideoKen started with a focus on the learning use case, which accounts for over 50% of their customer base. They expanded their offerings to various kinds of informational videos for use cases like meetings/conferences, marketing & communications. They recently launched an enterprise video content management offering, that allows you to build a video library from different streams, automatically tagging them into categories & topics. The meta-data allows you to search for relevant videos, provides video suggestions and allows you to navigate to the topic of interest in a video. VideoKen is being used by 30+ customers globally and in India.

Way Forward

Videos account for 75% of the internet traffic, with Enterprises using videos for learning, marketing and internal communications, albeit with low engagement levels and poor discoverability. VideoKen's discovery platform will be the unified portal for a library of videos, making it super-easy for users to discover and explore video content.



Category

Enterprise

Videos are a very popular form of content, but are highly under-utilized because videos by nature are “opaque”. VideoKen provides powerful technology that addresses the growing demand for improving video discovery & searchability. Our goal is to make the hidden information inside videos much more convenient to find and consume, and provide actionable analytics on the video and its consumption patterns.

Vishnu Raned
 Co-Founder & CEO





Unlock sales teams' productivity using neuroeconomics, behavior design based nudges.

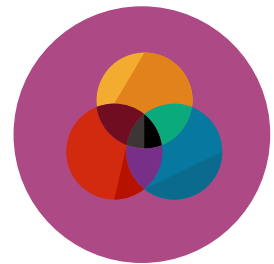


Innovation

worxogo builds high-performing sales teams. Their AI engine, Mia, uses hyper-personalized coaching built on behavior design, neuroeconomics principles to understand and coach teams to improve their sales productivity. Engine works across industry standard CRMs and requires no manual data-entry by the sales-reps.

Product

Mia, worxogo's AI sales coach, uses behaviour design to coach sales teams to build the right behaviors and perform better by upto 40%. Like a sports coach, Mia motivates individuals using play-by-play nudges to adopt effective sales behaviours - leading to smarter, better decisions, higher productivity and more sales.



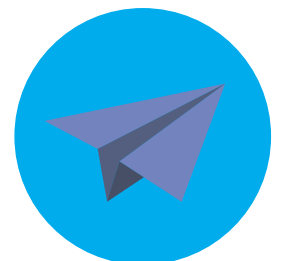
Journey so far

worxogo was founded by industry experts with decades of experience across companies like PwC, IBM, KPMG and Ernst & Young. Well-versed with challenges companies face with poor employee performance, the founders turned to neuroeconomics, behaviour design and AI to find a solution. Since its launch in 2015, the company has witnessed significant traction with the use of their AI engine to improve field sales, inside sales and backoffice teams. Mia coaches more than 100,000 users every day, across 40+ organizations, including ICICI Bank, Titan, Piramal, PwC, L&T, Sutherland etc across 6 countries.



Way Forward

Having established itself in the Indian marketplace, worxogo is expanding its footprint into the USA and looking at enabling sales teams towards better sales behaviors and outcomes.



Category
Enterprise

Business leaders today focus more on building winning sales teams rather than just pushing numbers. Earlier, the focus of organizations was on enabling sales functions with real-time data or better analytics; but now it is decisively shifting to building the right behaviours to move fast and build a sustainable high-performing team. Using AI to augment a salesperson's abilities rather than just replacing them is the best way to achieve this.

Ramesh Srinivas
CEO





Category Fintech



Real time analysis, insights, and decisions to enable one-click lending to consumers and SMEs.

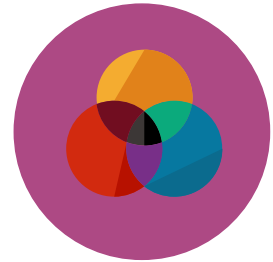


Innovation

We help customers bridge the gap between data and insights. We extract, categorize, and analyse 2,000+ types of (un)structured financial data across 200+ institutions. We help lenders automate onboarding, decisioning and fulfilment. Lenders improve risk-management and reduce operating costs, in order to reinvest in improving customer experience and product economics.

Product

Lenders can seamlessly draw insights from a range of financial statements – bank statements, GST returns, financial statements, salary slips, and use Perfios’ powerful fraud control tools to offer genuine borrowers the best rates as well as filter out unwanted prospects.



Journey so far

Perfios started in 2008 to solve the problem of aggregating and analysing financial statements across institutions. We first offered a B2C personal financial management product – but realized that people were unwilling to pay for consumer products. We pivoted to serve B2B customers and worked closely with them to design our product to work seamlessly with their decisioning systems. Today, we serve over 200 customers across banks, NBFCs, and Fintechs and are a key component of the decision engines.



Way Forward

We are rapidly expanding our business in Southeast Asia and the Middle East, enhancing our product portfolio through acquisitions, entering new verticals such as medical insurance which need data extraction, categorisation and analytics at scale, and investing in advanced data science and machine learning capabilities to build Perfios 2.0.



Category
Fintech

|| We seek to be the world’s best product technology platform, and our customers’ most preferred strategic partner in the domains we operate in. ||

V. R. Govindarajan
 Co-Founder & CEO





A machine learning powered finance management and governance suite to streamline & automate your Accounts Payable.



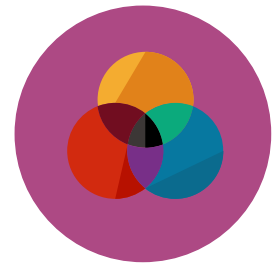
Innovation

Finly is a nervous system to business payables reconciling every transaction between Business Payments System & the Accounting ERP.

- Automated verification of Vendors & five-way matching system for document reconciliation
- Automation of utility & agreement payments
- Realtime budget automation
- Complete visibility into Payables enabled with deep insights & forecasting of payables

Product

Finance Departments in most businesses carry out operations using spreadsheets & email resulting in delayed month-end closures & leading to lack of control & insights into payables for CFOs. Finly solves the above problems with a SaaS product comprising of cloud & web-based application to automate & streamline accounts payables.



Journey so far

Without an IIT & IIM tag, it has been a rough journey in terms of fundraising. However, our prior experience of building MindFree Labs, a successful technology business, helped us in terms of access to a strong network and in devising practical strategies. With constant guidance from our mentors, banking experts, CFOs & customers we have been able to build a product that can now be scaled globally. Both the founders have a technology background and that helps us drive business through the value we add to our customers through product & technology.

Way Forward

We have laid the foundation to digitalize the finance department with 12 highly configurable & scalable modules. We are in the process of releasing systems which will lead to the prediction & forecasting of payables and further enable finance teams to strategically plan out their payables.



Category
Fintech

Our vision is to transform the Finance Department into a Business Intelligence Department. This transformation will give businesses a competitive edge by enabling Finance Teams to reduce manual effort and focus on critical tasks such as analyzing & tracking key metrics which is relevant to the company's growth. Our tools are designed to work with finance teams to help this decision support required by executives ensuring business success & tactical & strategical advantage over competitors.

Vivek AG
CEO & CTO





As India's largest supply chain financing platform, Vayana is the preferred partner for Financiers and Corporates to enable easy, digital and low-cost access to finance for Supply Chains.



Innovation

Vayana is a single-stack, multi-lender platform offering the widest range of trade financing solutions. It is cloud-based, with closed-loop Networks and fastest to Go-Live with large Supply Chains. In addition, the platform has easy last-mile integration with fully automated financing and reconciliation. It is a global solution covering cross-border trade finance, across 20+ countries.

Product

Vayana Pay is the simplest Early Payment program for Supply Chains of mid to large Corporates. A no-debt solution for Corporates and Suppliers, the program offers assured, single-click access to finance with minimal due-diligence and no paper-work for the MSMEs. Suppliers unlock critical working capital stuck in receivables from Corporates.



Journey so far

Financing of trade has been in vogue since people started buying and selling. Yet the process to access it and more importantly use it with every trade transaction continues to be laborious and costly. The MSME sector is a key contributor to a country's economy and is one of the largest employment enablers. In India, over 48 million active MSMEs across manufacturing and services sectors contribute approximately 37% to the country's GDP. Our journey from the very first MSME, who used our service has been to make the financing process invisible and letting the small business to focus on their strengths of buy-make-sell.

Way Forward

We are extremely excited about reaching out to the 60 million small businesses in India via their trading relationships. From financing their trade to managing cash for them efficiently is the product direction we are actively engaged in.



Category
Fintech

Vayana Network's only goal is to be simplest and most cost-effective provider of Cash for every trade done by MSME – available as soon as a sale is done and/or when a purchase has to be paid for. We will make every MSME business cash efficient.

RN Iyer
Founder & CEO

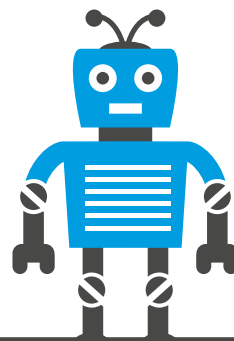
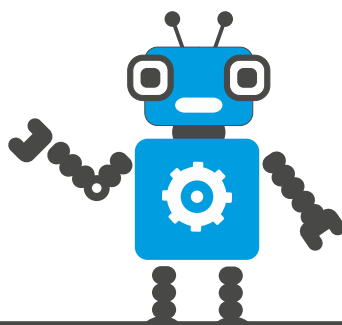
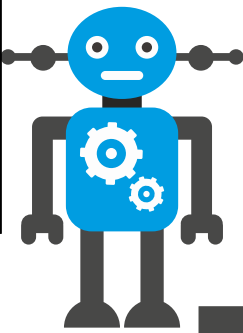




Category

Hardware & IoT





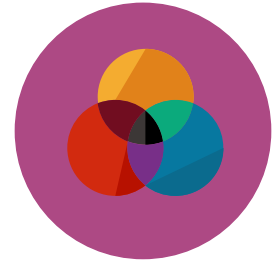
We launched MIKO with a view to grave consumer problems using emotionally intelligent solutions.



Innovation

The USP of MIKO2 is that it's a playful learning robot that engages, educates and entertains kids. Designed by some of the world's best AI engineers, mathematicians, teachers and psychologists, Miko 2 delivers a positive and trusted gateway to technology that caters to learning and development needs of children.

Miko 2 is a healthy alternative to screen time exposure. MIKO 2 can see, hear, sense, express, talk, recognize faces, remember names, identify moods, initiate a conversation and learn from its environment to intuitively develop a bond with the child. It has information on 1000+ academic topics, GK & fun facts, news & events. It has a conversational learning format and helps in syllabus revisions, spellings and grammar, maths and reasoning.



Product



Journey so far

While in Bangalore, the co-Founders came across a mother admonishing at her child for spending too much time on a tablet. After having a conversation with the mother, they identified that parents realized the positive value that technology could bring to the life of a child but were not comfortable to with the time they spent on the internet/social media/play screen-based games. They were in search of a positive and trusted technology gateway that caters to learning and development needs of the child. In 2017, after making 22 product pilots across 2.5 years, we shipped our first product, Miko: India's first companion robot that engages, educates and entertains children. After signing deals in brick and mortar stores, we have consistently grown 30% month on month to further launch Miko 2 in December 2018. This year marks the launch of Miko across US, UK and UAE.

Way Forward

The Indian robotics market is still in a nascent stage as it was always limited to manufacturing sector. MIKO 2 is entirely a new category of product. Communication in a heterogenous market like India, where the mindset changes every 200 km radius, a product experience aligned with the communication is the key. Today, MIKOs are available in 350+ stores across India, and is poised for overseas launch.



Category

Hardware & IoT

MIKO 2 is an advanced, proprietary and patented system involving the perfect blend of robotics and AI. Building a consumer hardware start-up is very hard, while MIKO is entirely a new category of product for India. Our company now aspires to bring their platform solutions to every household globally with a 2023 vision of reaching 20M homes across 10+ countries.

Sneh Vaswani
Co-Founder & CEO





**get my
PARKING**
where mobility begins

Our white label platform empowers parking operators to control and integrate all their car parks, multi-vendor equipments, and transactions - across all consumer touch points. Finally parking operators can know their customers, offer relevant value-added services, and bundle with mobility providers - in an affordable, easy-to-deploy manner.

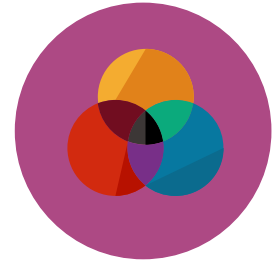


Innovation

There is a IoT controller that retrofits and controls any parking access equipment. A SaaS module is available for parking operators to publish a custom branded mobile app for consumer parking within days. A smartphone-based parking management system digitises any unorganised parking lot within 10 minutes. Overall, there's an automated cashless entry & exit.

Product

Conventional parking solutions are on-premise, married to specific hardware, and operate offline in silos. A GMP platform connects parking and mobility. It makes an unorganised parking into a digital interoperable ecosystem. Our platform can retrofit existing equipment to upgrade them to digital mobility requirements with modularity and flexibility.



Journey so far

We started in 2015 with the vision to become the Uber for parking. We soon realised the task of transforming this traditional industry was enormous. With persistence and agility, we pivoted to B2B2C SaaS platform strategy. Our claim to fame was digitising 400 hectares of parking for 2016 Ujjain Kumbh Mela, which received positive reviews by PM Modi. This was followed by smart city projects and international expansion. Europe's #1 parking operator became our customer in 2017. Today we have 80 employees, active work orders in 17 countries, 2 million transactions per month, and the world's leading end-to-end interoperable parking platform.

Way Forward

Shared mobility is finally taking off with aggressive fleet expansion by mobility players globally. This has made parking a pick-&-drop point for fleet vehicles, a refuelling station for EVs. Our platform is adding a 'fleet parking' module to facilitate seamless discovery and transactions between parking lots and fleet providers.



Category

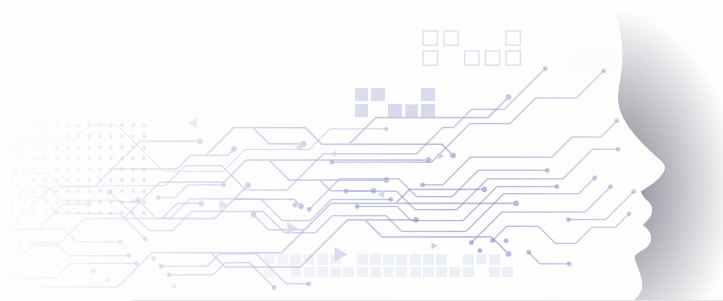
Hardware & IoT

Parking is where mobility begins. It is the highest frequency automotive transaction and yet ignored by the billions poured into mobility disruption. We have figured out how to streamline parking in a feasible, scalable manner. We are bridging the mobility players with the parking ecosystem and unlocking valuable opportunities for all stakeholders. Our platform empowers an under-utilised real estate called parking lot to become a smart connected mobility hub.

Chirag Jain

Co-Founder & CEO





An AI solution that predicts industrial outcomes, by understanding both internal and external time and quality perturbations, and advises appropriate mitigation actions.

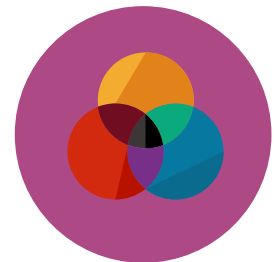


Innovation

Bodhee is a fast solution, needing 6-8 Weeks of Deployment time for each line for quicker value realization. Analytics at the shop-floor level made available with simple and clear actionable. It has a layered approach to manufacturing analytics connecting different functions and can model external factors such as supplier level risks etc.

Product

Bodhee views entirely manufacturing process as set-of sub-process which interact with each other to produce the final product. It creates a digital twin for each of the sub-process which models the non-linear interactions of parameters with the process outcome. Once deployed on the manufacturing line, it predicts the outcomes to help in Improving in Quality, Reducing Rework and Yield Optimization.



Journey so far

Neewee is an Industrial Analytics start-up. Our product Bodhee™ helps customers impact their competitiveness, Customer Experience and enable movement towards mass personalization using our product Bodhee. The company is headquartered in Bangalore with offices in Germany, France and Netherlands. Neewee was part of Airbus BizLab season 2 being selected from 140 start-ups across 9 countries. Bodhee™ is currently deployed in major manufacturing companies such as very large Aviation OEM, India's largest Watch Maker, India's largest tobacco manufacturer to describe a few. We have also been incubated at the NASSCOM CoE IoT.

Way Forward

We look to expand the footprints further in India in next 12-18 months with a plan to start operations in North America and APAC region in next 18-24 months.



Category Hardware & IoT

Our unique layered approach for Manufacturing Analytics will positively help organizations achieve better productivity, improve on customer experience and move towards mass personalization.

Harsimrat Bhasin Co-Founder & CEO



'HaemurEx, a lightweight blood & urine analyser, analyzes 25 parameters and transmits to remote health cloud. The device is being used in community practice & telemedicine set up.



Innovation

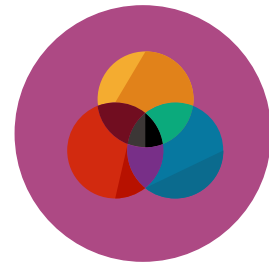
The device

- Includes multiple tests
- Typically weighs 500 gm
- Is easy to use
- Is developed using machine learning, image processing and IoT technologies

Product

HaemurEx tests 25 blood & urine parameters related to diabetes management, liver, cardio vascular, kidney function. Connected to a remote health platform, it integrates digital ECG, EMR and ePrescription. Core value it delivers

- Faster speed of execution
- Outreach to more number of patients
- Reduction of operating cost



Journey so far

After being incubated at SIIC, IIT Kanpur, 1st stage of product development is completed. HaemurEx is validated through multiple trials at School of Tropical Medicine, Kolkata. India patent is obtained and product is cleared by CDSCO for use along with approved regents. It is at the stage of early commercialization. The product is received several awards for its potential in the area of rural health care. It had been a poster at WHO 4th global forum of medical devices for affordable and accessible healthcare.

Way Forward

In next 2 years, we plan to channel our effort scale up usage of the device through pilot commercialisation process. We anticipate use of this device in 1000 health centres in India. Along with this, more test capabilities would be included in the device and CE mark would be obtained.



Category
Healthtech

An Opex based pricing helps our customers to adopt HaemurEx, while promoting affordable and accessible healthcare.

Rajiv Mondal
 CEO



Making healthcare accessible for India.



Innovation

1. Hassle free appointments at prime hospitals.
2. Seamless and standardized transportation service to reach hospital/clinic
3. Book high quality budget stays for diagnosis period
4. Easy Claims for Insurance or Fundraise to cover up medical cost

Product

Doctocare is one of the leading healthcare online portal that enables users from non-metro cities access and book an appointment, surgeries with doctors and hospitals located in major cities. Doctocare app handholds the users through the entire process of identifying the right doctors/hospitals, scheduling appointments on the desired date, arranging the transport/stay. We have dearth of doctors in this country and patient count is undoubtedly increasing. People often ignore their minor health-issues, either due to lack of healthcare service or because of effort/cost that may go into addressing it.

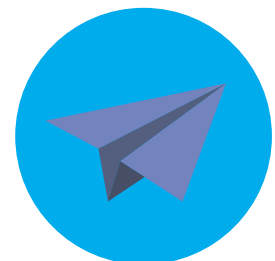


Journey so far

We are started in 2016, Startup journeys are full of challenges, which to be honest, I didn't realize before taking the plunge. Thanks to the media, who always show the shiny side of it. Keeping professional and personal life separate & fulfilling is one of the biggest challenges. Building the team, acquiring an initial set of customers/partners, Challenges like customer acquisition, revenue were there since day one, but Doctocare now has a qualified team to take care of these aspects.

Way Forward

We are targeting 10000 surgeries through Doctocare in a Day. Making quality healthcare accessible to masses has been our dream and we are very early in solving it. Currently, we have to move people to let them enjoy benefits of high-quality services, but our eventual goal would be to send services wherever they are. We are expanding in other cities Chennai, Mumbai, Hyderabad, Chandigarh in the coming year.



Category
Healthtech

What you get by achieving your goals is not important, but what you become by achieving your goals is important.

Sugandha Agarwal
 Founder & CEO



Enabling the world to live healthy with certainty.

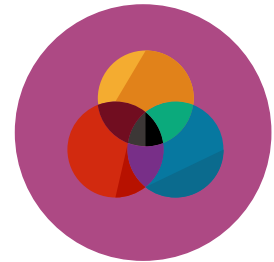


Innovation

This platform connects personal health data dots to create holistic health story. It creates expert-driven AI models that provide actionable personal health insights. It converts complex medical science into layman language that help users engage. One can create insights that help businesses monetize seamlessly. With 200+ parameters simultaneously evaluated, 70K+ calculations, 10K+ decisions all in 2 seconds to deliver hyper-personalized smart health report.

Product

People struggle to understand their health data and thus don't engage with their health. Using personal health data, we connect the data dots, create a health story and an easy to understand, graphical report. These reports have helped users engage with their health. We have 30,000+ paid users, with an increase of 90%, 4-star to 5-star rating and an NPS 58.



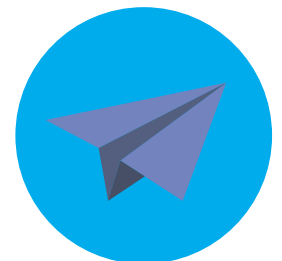
Journey so far

A personal tragedy drove the founder to determine future risk of chronic diseases for individuals. Today the business has transformed into the development of a gold standard personal health analytics engine. So far we have created four product as engine outputs. They are Smart Reports, Business Insights & Targeted Marketing, Automated Diet Planner, and Health Cibil. All this emanates from the engine looking at the Past, Present, and Future health, connecting the data dots and then drawing deep actionable insights. So far, we have sold more than 30K smart reports with an entirely B2B2C model.



Way Forward

Personalized Smart health report provided by us is the first step of engagement. In the future, we will provide them a one-stop shop dashboard for personal health where they will engage with us for doctor consultation, detailed diet plan, nutrition guidance and everything related to personal health. Currently, we are going with businesses to reach the end user quickly. We will move into a B2C mode once enough trust and brand value is established.



Category
Healthtech

We are changing the way Personal Health Data is represented and consumed. Sooner than later, this will be the de facto standard worldwide. We are enabling the world to live health with certainty via Personal Health Analytics.

Dr. Subhasish Sircar
 Founder & CEO





Category Logistics





Trillbit enables frictionless connectivity between devices for authentication and proximity-based interactions, using proprietary “data over sound” technology.

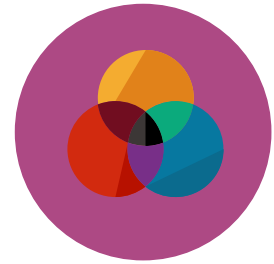


Innovation

The proximity technology platform gives a distinct advantage in terms of cost, scalability, and efficiency against other current technologies like Bluetooth Beacons and NFCs. The product has been developed with proprietary “data over sound” technology, which holds the highest industry standards in reliability, data transfer speed and range.

Product

The current proximity-based technologies like Bluetooth Beacons and NFC are expensive, inefficient and difficult to scale. Trillbit’s proprietary “Data over Sound” technology platform provides a seamless, inexpensive and scalable solution to businesses to perform a host of applications such as proximity marketing, user authentication, wallet payment, etc.



Journey so far

The cofounders have known each other for well over a decade since their time as IIT students, but their careers took them to different countries. The idea of Trillbit brought them all back to India. They spent the first two years building the initial team, developing MVP and approaching initial clients. Now, they are supported by Cisco Launchpad and Techstars, and are seeing a good growth in business.

Way Forward

There is a remarkable interest in their product from overseas markets like UAE & USA. The team is focused on increasing their global footprint. In addition, there’s a line of products in the works that will be cutting-edge and solve the pain-points of target customers.



Category
Hardware & IoT

|| Nasscom is doing remarkable work in recognizing good technology startups and helping them in various ways. The whole Trillbit team is really proud and happy to receive this recognition from Nasscom. We are really looking forward to engaging with the vast network of this marquee organization and growing our company to new heights. ||

Bhaskar Deo
CEO





Category Healthtech



FLYTTA is next generation mobility platform for employee relocation management.

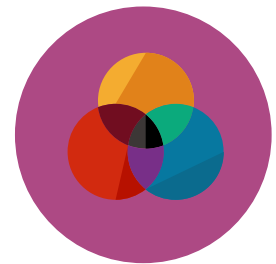


Innovation

- FLYTTA is worlds first technology driven relocation management product with access to relocation needs of professionals moving cross borders and locally
- FLYTTA uses Machine Learning for Mobility budget assessment and forecasting, Service Provider Mapping, Logistics Optimisation to save time by 20-25%
- The Vision Intelligence solution built by FLYTTA for customer interface allows users and service partners to identify the shape, size and condition of the goods to be moved.
- It also enables Capacity Utilisation and sorting inside the truck or a Crate
- The recommendation engine assists users to identify the needs like housing, schooling assistance and other settling in assistance based on their persona

FLYTTA is an Intuitive platform that makes relocation easy for all involved by stitching together a host of services that fulfil the requirements of HR and the needs & wants of the Employee. By aggregating the service partners, providing them the tools for operations management and great customer experience FLYTTA is standardising the global moving eco system. Price Discovery, Process Mapping, visibility and transparency are the KPI's of FLYTTA. Our Clientele includes 30+ MNC's including 9 Fortune 500 companies.

Product

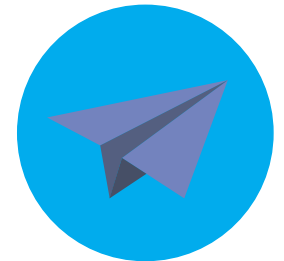


Journey so far

Started in late 2016, since we were incubated by NASSCOM 10K from day 1, access to the industry and clients was not tough, but introducing technology in a most unorganised and fragmented Industry was a ride to mars, though we have landed where we wanted in terms of product scale across 150 locations and 9 countries exploration is still tough. Our with the right team and backing of investors and Advisors like Axilor, Corvus Ventures, Mr. Lakshmi Narayana (Former Chairman of Cognizant), Dr. Srikanth Sundararajan of Venture East we are able to do this better.

Way Forward

We just launched our global mobility solution and scaling the product for SEA, USA, UK and a few more geographies, the focus is to crack 10% of fortune 500 companies in the next 18 months. Grow vertically towards 5K Moves per month.



Category
Logistics

Before moving to Mars, we should organise the people moving on earth. With Perseverance, right strategy it happens. Maybe not on schedule, but it usually happens.

Rahul Kanuganti
 Co-Founder & CEO





Our technology platform Atlas is like an Operating System powering the entire supply chain for Regional Logistics SMEs. Loadshare Networks is a tech-driven asset light logistics network. We work with '000s of Logistics SMEs across the country and stitch together a strong logistics network on back of this fragmented supply through our powerful technology platform, Atlas.



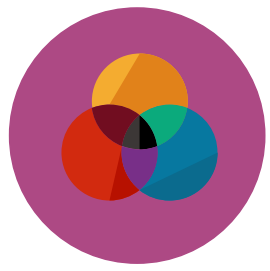
Innovation

Our technology enables the regional LSPs to fully utilize their operational capability and reach a wider network for demand as well as fulfilment. Single technology platform for the Logistics partner to work across multiple shippers for own and Loadshare generated demand. This product is built for the “Bharat” Mobile-first platform. It is offline compatible field apps in tier 3 & 4 towns along with vernacular language support and WhatsApp integration. Deep technology powers real-time fake delivery detection system with location tracking and ETA predictions.

Atlas is a unique tech platform that helps regional logistics SMEs manage their complete needs - from booking to billing. The platform seamlessly digitizes and optimises the full supply chain including First Mile, Line Haul, Last Mile, Reverse Logistics and Hyperlocal.

Along with powering their existing operations, Loadshare drives additional demand to these SME logistics partners through deep integrations with all large ecommerce players and other shippers.

Product



Journey so far

We started Loadshare Networks in 2017 to build an innovative logistics network by leveraging hundreds of regional logistics partners, and powered by technology and our deep understanding of the logistics space. Starting with a last-mile B2C network we built out a fairly large network all across India, especially in the under-served regions like the North-East. Today the platform moves millions of shipments per week. We have since overlaid B2B demand (including large businesses as well as SMBs) on top of the existing B2C network. We provide modular and best in class logistics solutions to all major ecommerce, FMCG, foodtech and other shippers. We have been supported in our journey by Matrix Partners and Stellaris Venture Partners.

Way Forward

Atlas will continue to add depth as the Operating System supporting all use cases in the end-to-end supply chain, especially in our focus area of regional Part Truck Load. The platform will evolve to a marketplace that connects Enterprises and SME demand to our supply partner network.



Category
Logistics

|| We are very excited about how we are using differentiated technology to disrupt logistics. Our platform helps Logistics Partners become more efficient, professional and successful. We're also helping clients improve their reach at a lower cost without compromise in service levels by tapping into this layer of regional logistics players on the platform. ||

Raghuram Talluri
Co-Founder & CEO





SuperProcure
making logistics efficient

SuperProcure is a SaaS designed for Manufacturing and Construction companies to optimize logistics & SCM processes and delight customers with execution speed and visibility. The application enables digitalization, automation, collaboration across stakeholders in logistics, internal teams, transporters & customers.

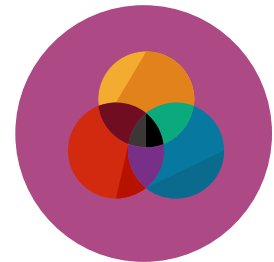


Innovation

SuperProcure technology application helps simplify complex logistics operations into smaller tasks/roles which can be comprehended by unskilled workforce in logistics domain. The AI and ML empowers teams to complete each task in 30 seconds. It allows Automation / RPA assisted workflow automation of traditional manual logistics processes. It is a Collaborative platform in line with shared ledger for seamless stakeholder collaboration. Each stakeholder can interact with multiple companies on the platform driving adoption and economies of scale. API based data capturing and information flow across multiple systems without intervention increases speed, efficiency and accuracy. The Applied AI in exception identification and predictive action identifies patterns across transactions and assists decision making. Overall, it helps improve negotiations and faster vehicle placement.

Product

SuperProcure is an IIM-CIP incubated B2B SAAS start-up focused towards solving Global challenges in logistics and SCM operations. ~ Salesforce for Logistics & SCM. It helps manufacturing & construction companies to digitize freight negotiation, real time tracking & coordination to streamline execution across multiple stakeholders.



Journey so far

SuperProcure started with the humble intent to help logistics team solve day-to-day challenges in transparency and reach out to a larger pool of vendors. Over the period of listening and serving customers has helped the company grow as a complete end-to-end logistics solution.

Way Forward

Increasing consumer expectations will continue to drive pressure on companies to serve faster and at best prices. With its advanced suite of technology solutions, SuperProcure will continue to help companies enhance customer experience, in addition to playing a major role in the evolution & maturation of logistics and supply chain, extending its capabilities and cross-domain functionality. The company is also focused on growth and team building for global markets.



Category
Logistics

Business solutions need to be made intuitive and simple, much like games for kids, in order to drive adoption and empower masses.

Anup Agarwal
CEO





Category Retailtech





Pitstop is a new age automotive aftermarket service & repair company that delivers convenient, transparent and quality service experience in a time bound manner using a feet of doorstep vans and network of certified garages.

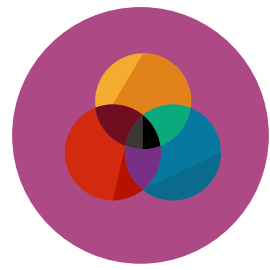


Innovation

Our services incorporate the five core values of Pitstop: Convenience, Pricing, TAT (Turn Around Time), Quality and Transparency to provide flawless customer experience. The goal is to make experience of car servicing seamless and hassle free for our customers. The service cost is fairly priced and almost 40% lower than the authorised service centre. Complete general service of the car can be done at the doorstep in just 2 Hours. All spare parts used during service are of high quality. All processes are carried out in front of the customer and this ensures building of transparency and building of trust.

Product

Our platform enable customers to avail quality car service solutions conveniently. Our hybrid supply of doorstep vans fuelled with network of controlled garages enabled us to offer low cost product offerings like inspection and long drive express checkup centered around customer needs which reflects in our social ratings.



Journey so far

We started our journey with car washing and soon realized real pain point lies in car servicing which is a black box in the eyes of a customer. From 2015 to now we have grown - team size is now 125+, Revenue is at \$0.5 Mn per month), and we are in 6 cities - after 3 pivots finding product-market fit. We have evolved our technology to give seamless and hassle free experience on web and Mobile App, hence certainly increasing our customer-base 10X times in last 2 years.

Way Forward

We are currently serving six cities - Bangalore, Delhi, Gurgaon, Mumbai, Pune, Chennai and Hyderabad, and hope to become a pan-India brand by 2021. We also have entered into a joint venture with Goldbell Group, executive an end-to-end platform for service management and vehicle repairs in Singapore.



Category
Retailtech

Exciting times lie ahead of us as the automotive industry is undergoing a global transformation and we, at Pitstop, are committed to play a key part in this change.

Mihir Mohan
Founder & CEO





Intelligent Travel Search helping people make the best travel decisions by making sense of the world's information.

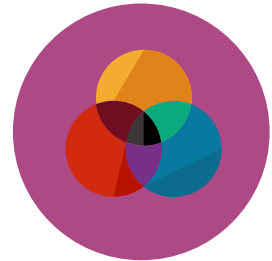


Innovation

Metripping uses ML, Neural Networks, NLP and pure math to make sense of the world's information. It scans billions of data points across transactional and non-transactional information, helps predict the best route between any two points, predicts prices for flights & hotels and ranks algorithms for destinations, flights, hotels and activities.

Product

This is an intelligent product intended to help you discover destinations within your budget. Its dynamic packaging is suited for any destination in the world. The Search Infrastructure powers B2C through MeTripping.com and Deep Integration of Pathfinder product for Offline & Online Travel Agencies across the world.



Journey so far

Creating an intelligent search product in travel deals with 3 major complexities - multiple variables, high ticket size & emotional impact and extremely dynamic data. For a solution to accomplish this, it needs to be smart before its scaled. The underlying layer of over a dozen algorithms for non-obvious problems needed a new thought process, a differentiated approach to solving the problem. With this IP investment being the focus, we are now fortunate to partner with large and small companies across the world to power intelligent search on their platforms along with delighting DIY consumers on our site.

Way Forward

We aim to disrupting the Destination Management Company (DMC) model with Dynamic Packages driven by growth in APIs and proprietary algorithms. We want to increase Distribution @ scale on the B2C and partner B2B platform, and provide more intelligent solutions.



Category
Retailtech

Information online is excessive, unstructured; with consumer stimulus being everywhere, no human can comprehend it all. With inventory & pricing being commoditized, automated (emotional + cognitive) decision making from multiple, unstructured data points will herald a new era in efficiency, productivity and consumer delight.

Varun Gupta
Founder & CEO





We are organizing the world's product information for easy discovery and purchase from any digital experience. More than 300 marquee brands leverage our SaaS platform for data driven marketing and sales in 28 countries across Asia, Europe and Americas.

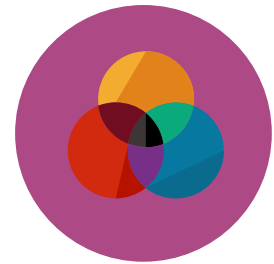


Innovation

Our Product Knowledge Graph organizes information on 100M+ products across categories and offers an easy API to facilitate easy discovery and purchase from any digital experience.

Product

Combining data, AI and deep integration with media and e-commerce platforms, Shopalyst makes it easy for brands to activate instant shopping experiences from their search, social, display and video ads. This helps consumers discover and purchase products they love, while brands acquire first party audiences with purchase intent.

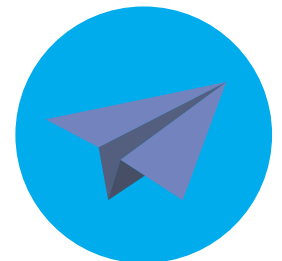


Journey so far

Starting with nothing more than an idea and an ambition to build a global platform from India that reaches over a billion users, we are proud of our progress so far. Our journey of code & build, early customers, VC funding, scale employees and revenues worldwide has been arduous, but very rewarding.

Way Forward

With business in over 28 countries serving some of the best brands in the world, we believe that our best is yet to come. We anticipate exponential growth to 10X and beyond in the next few quarters.



Category
Retailtech

|| We are building a platform that is poised to connect a billion+ people with products they love through a world of product-aware apps. ||

Girish Ramachandra
Co-Founder & CEO





We are a B2B SaaS platform eliminating guess work from product decisions in the fashion industry globally and make the planet sustainable for the generations to come through ML, Computer vision and proprietary prediction models.



Innovation

We provide one of its kind consumer-driven demand sense for the product creators using data at internet scale through a proprietary demand-sense engine. We have a crystal ball for the fashion industry, by giving them an ability to rank and also quantify demand potential of an unseen product contextually relevant for a brand for a future season through a proprietary ensemble prediction model using image pixels and text. We also enable brands to generate design ideas using GAN giving them an ability to generate product ideas with twice the probability of winning!

Product

Stylumia solves the problems of Fashion Validation, Fashion Prediction and Fashion Generation through an AI-driven B2B SaaS platform. Our data-driven approach is based on consumer demand sensing at internet scale combined with client's own data for context relevant validation, prediction and generation. Our users benefit in full price sell through improvement, inventory reduction (over and under supply reduction), revenue lift and get consumer relevance of their proposition on an ongoing basis. Our clients also reduce the carbon footprint by eliminating waste at source.

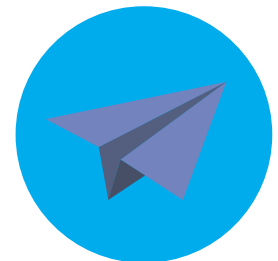


Journey so far

I have been a fashion business professional for many years with leading brands and retailers. I have faced the pain of taking decisions and seeing a significant amount of our decisions in products did not go the way we wanted. This is the story across brands globally. I joined hands with leading data scientists and Stylumia was born. We started with a demand sense engine for designers to understand what consumers like and don't like across their spaces of inspiration and competition. We further value added in prediction of quality of designs and quantity of demand for future seasons. Now, we're working on design generation. We have over 50 clients in India and abroad and learning from the client use cases and continuously innovating and improving on our current offering. Now, Fortune 50 companies are partnering with us and organizations like United Nation and Fashion For Good are rallying for Stylumia.

Way Forward

Our product growth in the coming future is planned to aligned with our vision of "eliminating guesswork and uncertainties from Retail" - impacting economic and sustainability metrics significantly. In this direction, our progression will be from insights engine to action engine. This would mean transformation of the application of the technology in prediction will be at the edge of decision making, and operating intuitively. The data engine will expand exponentially covering width and depth of fashion and lifestyle brands, retailers, influencers. We would also expand on our integrations, api's with eco system legacy solutions. We will triple down on our core differentiators, expand and strengthen our IP's.



Category
Retailtech



While a lot of technology adoption in the fashion industry globally is towards the consumer facing side, the product creation side has not received enough attention, which is also quite critical. Apart from creating economic impact in inventory reduction, sales growth and profit growth between 20-40% to our clients, we enable a sustainable planet for the generations to come.



Ganesh Subramanian
Founder & CEO





Category SaaS





nu,mb,erz

CASHFLOW SIMPLIFIED

Data driven, B2B Accounts Receivable and Collections Automation platform.

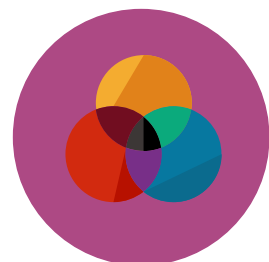


Innovation

A unique platform for all stakeholders to collaborate seamlessly, towards e2e Collections process automation and Insights. It innovatively captures debtors' transactional and behavioral data along with 3P data sources to manage AR. Moreover, it deploys proprietary analytics to obtain deep insights ensuring proactive collections, and integrates with ERPs & other Financial Service providers (Payment Gateway, Banking, etc) to facilitate Collections.

Product

numberz is an data driven, Collections/Accounts Receivables SaaS platform, that integrates with the existing ERP/CRM, making Getting Paid Faster, Easier and Predictable. It improves Visibility and Predictability of cash flows and credit risks, reduces Sales Outstanding, Disputes and bad-debts by 15-20% and increases the Productivity of Collections and Finance team by 40-50%.

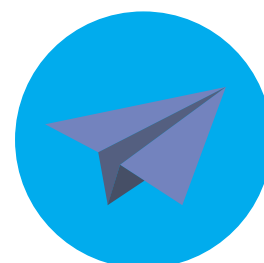


Journey so far

numberz was born in 2015 with an aim to help businesses never run out of money. With the first edition for SMBs, numberz helped manage end-to-end cash-flows. On the path to scaling up, while securing backing from marquee VCs like Sequoia and Kae Capital, the team realized that the cash-flow challenges stemmed from large sellers – particularly with their ‘money-in’ aspects. These were rooted in archaic, manual processes and lack of insights – despite ERP adoption. The resulting pivot, created numberz AR in its existing form. The team now counts Konika Minolta, HT Media, Nilkamal, Capillary Technologies and DHL among others as their customers.

Way Forward

The AR/Collections problem is prevalent globally – albeit for nuanced reasons. With proprietary data and analytics that is possible on the platform, the company intends to explore various avenues which includes expanding global footprint – especially US, ME and SEA markets, and integrate with other FI service providers facilitating Receivable Insurance, Invoice Financing, Risk Scoring etc.



Category
SaaS

Collection (or AR) is something that began with commerce itself! But it also one of the process that needs re-imagining and a lot of unlearning – since it's also an area that continues to keep the finance and business leaders awake at night. It's all the more pertinent, given the fast changing business context and technologies. But this change need not be disruptive – and should be able to work with the existing teams and solutions. And numberz helps businesses achieve

Rajeev Chari
Co-Founder & COO





inVOID is enabling enterprises to onboard & authenticate users in 60 seconds.

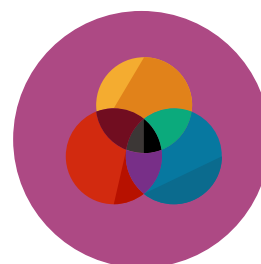


Innovation

InVOID has one of the most robust systems to read and validate KYC documents in the Indian market. Our AI driven platform is device agnostic, vernacular, flexible and is extremely easy to integrate. We have a market leading National ID card OCR which works on all types and formats of National ID cards. We have now created an advanced dashboard that provides business insights and full control over our APIs.

Product

Customers expect their phone to unlock with a glance and a cab to show up at a click. Yet companies are forced to adopt a manual and lengthy customer onboarding process, frustrating for the staff and a hassle for their customers. With our AI-driven solution, enterprises are seeing happier customers, a relieved operations staff, and higher customer conversion rates.



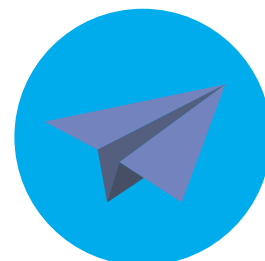
Journey so far



Kunwar & Sarthak have known each other for more than 4 years and attended the MIT entrepreneurship bootcamp together with the vision to create an indigenous product for the Indian market. Sarthak is an AI engineer and built TARA, a vernacular chatbot having more than 10mn DAU at ixigo.com. Kunwar has a consulting background where he enabled various large enterprises to foray in tier 2 and tier 3 markets in India. They came back to their country and bootstrapped inVOID, their vision is to build a scalable tech product for the next billion users of India.

Way Forward

Sarthak Goel, Co-founder and Product Head, wants inVOID to enable enterprises to take their innovations & products to the underserved users in India living in the tier 2 & 3 cities. Our core focus is to provide a winning customer experience for the everyday Indian user without compromising on KYC & Security.



Category
SaaS



Being at the forefront of innovation in the ID verification industry in India and having a consistent growth in both numbers of customers & revenue rate, inVOID is building a homegrown scalable product for the next billion users.



Kunwar Raj
Co-Founder & Business Head



Loved by over 30 million kids, Splash Math makes engaging learning experiences to nurture a generation of fearless learners. For each child, learning becomes personalized and fun while cultivating a future-ready mindset.



Innovation

Splash Math is scientifically designed for both educational efficacy and engagement, which has proven to significantly increase retention in children. With 3+ billion questions answered till date, Splash Math's adaptive engine uses this data to personalize each learning experience. One learning profile grows with the child and extends across school, home and even grades.



Product

There has been minimum innovation or investment in the education sector. In most schools, there is still no individual attention given to students. Splash Math, with its well-researched curriculum and adaptive algorithm, offers each child a personalized learning experience that is fun and immersive and which caters to their unique needs and goals.



Journey so far

Founded in 2011 out of a 4-bedroom apartment in Gurgaon, StudyPad was the first SaaS-based company to come up with a game and curriculum-based math learning experience (Splash Math) in the market. Since then, it's grown from a single-grade practice program to an extensive K-5 math learning experience available on the web and App Store, that's used in 150+ countries. Over 440K teachers use it in about 77K schools across the United States alone.



Way Forward

The company is targeting 300M+ kids in the preK-Grade 8 segment globally. They're also adding new subjects: Math, English Language Arts, Coding, Science, Financial Literacy, Social Science. Soon, Splash Math will soon be available on Android, which will help us reach 300 million kids.

Category
SaaS

|| Splash Math is not just about disrupting the Education space, it is about the belief that kids are intrinsic learners and have prodigious potential of bringing positive impact in the world. It is also to prepare every child for skills required in the future by making them fearless lifelong learners by completely revamping the way education is imparted. ||

Arpit Jain
 Co-Founder & CEO





Floatbot is SaaS based Omni-Channel AI deep-tech Conversational platform for development of AI Chatbots, Voicebots and Virtual assistants.



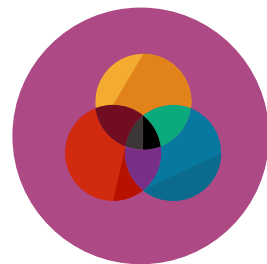
Innovation

Floatbot is a hybrid platform, one of very few globally, that allows development of both Chatbot and Voicebot (integrated with a Contact Center) from same platform, within hours.

- Allows users to seamlessly switch between voice and chat channels
- Out of box Multi-lingual capability
- Deep tech includes NLP, NLU, STT [Speech-to-Text], TTS [Text-to-Speech]

Product

Floatbot is a No Code platform using which Fintech/enterprises can develop AI NLP powered Chatbots and Voicebots 60% - 90% faster, bots that meet the business goals. Floatbot focuses on Digital Transformation use cases. Floatbot reduces Customer support cost by upto 40% and increases Customer Experience by upto 80%.

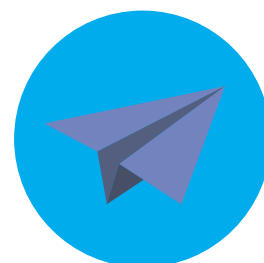


Journey so far

Floatbot started in early 2017 from a tier 3 city of India - Bhavnagar, Gujarat. We formally launched Floatbot in Nov 2017 and got our first moon shot with a Smart city launch in December 2017. We acquired few more customers to validate and mature our platform by mid 2018. We shifted our base to Bangalore in August 2018, started targeting large customers and also partnering with larger ISVs/MNCs. Today, we are bootstrapped, operationally profitable (likely to be overall profitable by Q4, 2019) and have acquired some of the largest Enterprises and Banks in India. We have beaten heavily funded AI Startups in customer acquisition.

Way Forward

Floatbot intends to establish itself as leading Conversational AI platform in India and intend to be called global leader in 1-2 niche use cases by end of 2020. We have started making our presence feel in few international markets and intend to accelerate customer acquisition in India and outside.



Category
SaaS

Aim from your heart, validate and execute from your brain. Emotions and Rationale, both play important role for early stage startup founders to succeed.

Jimmy Hareshkumar Padia

Founder & CEO

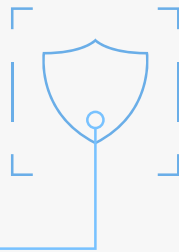




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Category Strategic





AI-IOT SaaS platform for Smart Sites (OpsTech part of PropTech).

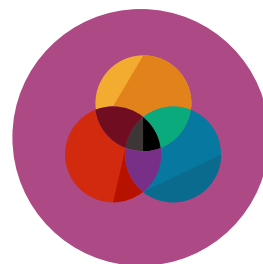


Innovation

SmartFeedback AI-IoT platform blends edge/cloud compute and intelligent mesh; multiple communication protocols and sensor types; firmware-over-the-air for low footprint devices; and AI/ML optimization and task allocation algorithms. It uses Deep Learning to perform inferencing on the edge and Edge Voice ML, developed closely with Microsoft Research coupled with STMicroelectronics microcontrollers.

Product

SmartFeedback enables data collection from sensors and digital HMI interfaces; data analytics at edge and cloud; and customizable action engine. AI/ML algorithms allow optimization and task allocation, while unified real time and historical enterprise insights on site performance of assets, people, processes, and experiences help enterprises manage and respond to events.

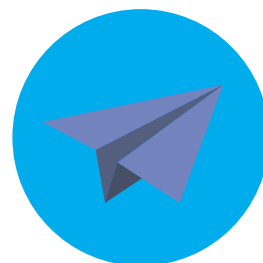


Journey so far

Gaia provides insights-as-a-service and digital cognitive workflow automation. It monitors 90 mn sqft of built urban infrastructure and 440 mn sqft of urban city areas. SmartFeedback has 5000+ deployments across 65+ clients at Smart Sites like facilities, real estate, transportation, airports, railway stations, railway coaches, cold logistics, retail, pharma, public infrastructure, government, and smart cities. It has collected 75+Million customer feedbacks and 150+Million sensor datapoints. Gaia has received awards including Quality Council of India Award; Winner Microsoft Research ML Lab; Finalist Qualcomm Design-in-India Challenge; Part of Microsoft Accelerator, STMicroelectronics STartUPLab, Mayor of London India Emerging20 program; and Frost & Sullivan IoT Award.

Way Forward

SmartFeedback will be further enriched with deeper analytics, with unique features for different tasks and site types. It serves the fast growing and digitalizing market of Smart Sites. It is unique in handling user and sensor data. Edge Deep Learning and Voice can address latency, lag, loss, and privacy concerns.



Category Strategic

|| Gaia SmartFeedback is an innovative Enterprise SaaS platform serving Smart Sites and PropTech. Our unique ability to manage sensor and user data streams, and transition from “sensing” to “sense-making” enables enterprises to manage, optimize, and improve site experiences and site operations. We use the word ‘Sites’ broadly to include buildings, facilities, warehouses, retail spaces, healthcare and hospitality spaces, service spaces, public infra and public spaces, and more. ||

Dr. Sumit Chowdhury

Founder & CEO





Quick Ride
Carpool • Bikepool

Quick Ride is breaking the myth of "Carpooling doesn't work in India" with 2 million+ monthly carpools. This is a very economical model (1/6th of taxi fare), eco-friendly and a comfortable travelling option for 2.5Million+ office-goers across India.



Innovation

Quickride provides end-to-end automation, single click ride creation, intelligent route matching, with an enterprise security feature, with an innovative marketing strategy to create liquidity in both sides open and uncontrollable market (Demand and Supply).

Product

51,000 vehicles are added every day, causing traffic congestion, spreading major health issues. Quick Ride enables commuters to reduce traffic and contribute to the environment by technology to discover, connect and travel with other carpools in a seamless and automated manner..



Journey so far

The inspiration behind the idea came from the severe parking crunch, long waiting time of cabs and huge traffic congestion on the roads. People were also travelling to and fro the same route or destination but were hesitant to offer rides. It was then, that the idea struck us, to develop a fully automated way for individuals to carpool and offer rides to one another. Once we figured that an idea like this could be implemented and had the potential to make a huge social and environmental impact, took the plunge in entrepreneurship.

Way Forward

Our goal is to remove one million cars from the roads every day. We want to emerge as the first and most preferred commuting option for at-least 10 Million+ daily office goers in India to remove at least 5,000 Ton Carbon Emission every day.



Category
Strategic

Unlike other mobility solutions which add more vehicles to the road, Quick Ride removes the vehicles from the road and provide comfortable, eco-friendly and economical commuting.

KNM Rao
Founder & CEO





Recykal Marketplace connects waste generators, waste aggregators, waste processors digitally and enables transactions between them.

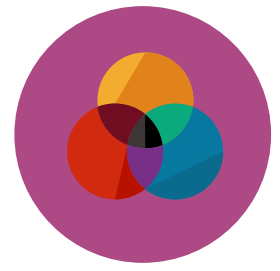


Innovation

Digital Transactions result in creating transparent, traceable supply chains. The information on material availability creates will result increase of transactions on marketplace creating 'network effect'. Recykal helps businesses track their environmental impact with dashboards and reports. Marketplace gives a convenient, responsible channel for disposal and incentivizes users for their eco friendly behaviours like segregation, and recycling.

Product

Current stakeholders in waste management space work in their own silos with no digital connectivity between them. Recykal Marketplace brings the stakeholders like consumers, businesses, waste aggregators, waste processors, recyclers onto one platform enabling transactions between them that are transparent and traceable. Recykal marketplace enables smart order fulfilment by aggregating materials from different sources and allocating to appropriate demand channels. The product also supports digital payments and reconciliations.

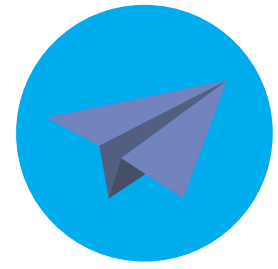


Journey so far

So far, 400,000+ consumers and 1000+ businesses have downloaded Recykal applications. With around 20,000+ transactions per month accounting to 3000+ tons of recyclable materials we have our presence across 19 states in India. In our journey spanning three years, we have realized the problem statement is much bigger and there is more scope for innovation, digital disruption in the space. Regulatory advancements like solid waste management rules, Extended producer responsibility (EPR) have evolved encouraging us to build Recykal Marketplace that connects all the stakeholders across the waste value chain.

Way Forward

We want to strengthen our product offerings and take our presence pan India. We will be setting up Recykal Points - a network of digitally connected 'model' waste processing centres in major cities across India. We are seeing great traction in EPR business; we want to work with more FMCG, Electronic companies in this space. We are also keen to work with Government bodies, Municipal corporations with our data, analytics layer that can help them in policy making, and monitoring.



Category Strategic

Recykal aims to disrupt the waste management, recycling industry through 'digital intervention' to drive awareness, mobilize actions among the stakeholders and establish a connected, transparent ecosystem. This is a unique business model that can create environmental, social, economic impact at scale.

Abhay Deshpande
Founder



This green solution is a complete end-to-end solution for Building HVAC Automation, Monitoring and Control via IoT and Cloud technologies for modularity, plug & play compatibility and quick system integration. This addresses the key pain areas of both occupants and facility managers in commercial buildings - Comfort, Visibility & Energy Savings.



Innovation

This product was developed with the purpose of leveraging IoT Technologies to overcome current challenges of current HVAC systems. There will be reduction in both CapEx and OpEx by enabling energy saving technologies embedded into Swadha Systems like AHU Coil Optimization, Smart Chilled water Control, Demand and Occupancy based Dynamic Scheduling etc.

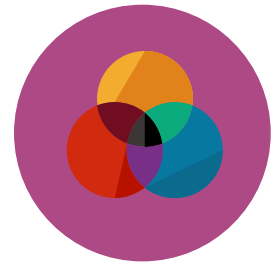
Eurus (Intelligent AHU Controller) - Eurus is used to modulate the speed of AHU motor and chill water flow control facility to optimize heat load. It works in tandem with the VAV box and integrated sensor network to act as smart ACs cooling based on occupancy. Swadha's EURUS also has an in-built BTU meter which measures the thermal heat load.

Flappo (Smart Air Damper) controls air from a single supply duct and varies the airflow to each zone or room based upon the temperature in the room.

The unit consists of a sheet metal casing and a valve to modulate the air delivered. **Metis** - High side control, where there is already a VFD (Variable Frequency Drive). It offers the same features as Eurus, but without the Motor Controller. This has been created with the intention of retrofitting existing HVAC installations by using the existing VFD.

Air Conditioning Management System - the control layer that is locally deployable and/or hosted on our central server and runs our proprietary algorithms that enable predictive and intuitive Air Conditioning Control.

Product



Journey so far

2014 was when research on the product began at IIT-Madras, followed by the Incorporation of Swadha Energies as an incubated company at IITM-RP. In 2016, the company bagged a 1Mn \$ order from IITM-Research Park for Complete HVAC Automation and Control Setup for 12 Lakh sq. ft Hub for Startups at IIT-M. The following year, Swadha signed an MoU with BlueStar as Automation and Control Solution Partners, followed by an order from the Tata Group. In 2018, the company secured funding for its R&D from Bharat Petroleum (BPCL) and this year, more investors have come onboard including Stanford Angels, Keiretsu Forum and Indian Angel Network.

Way Forward

The growth strategy is linked to Sales and GTM Strategy in the short and long term. We aim to create a select list of reference installations with major clientele that can enable us to scale up in the long term with the wider market. By leveraging the existing MoU with BlueStar and other likeminded companies, the company plans to expand its sales footprint, in addition to strategic outreach. The short-term strategy will involve Air Conditioning-as-a Service Model, deployed selectively to make watertight reference bases that can be replicated with zero liability.



Category
Strategic

Each unit (kWh) of electricity you conserve is 500 grams less CO₂ in the atmosphere. Every single drop counts in making our society more sustainable and our earth greener for our future generations.

Ankit Poddar
Co-Founder & CEO





Selection Framework

Stages of Evaluation



- Applications were received for the NASSCOM Emerge 50 awards 2019 on a predefined questionnaire / application form.
- The applications were then validated for eligibility and sorted by category.
- A total of 433 applications were accepted.



- Grant Thornton India then prepared an evaluation framework to rate and analyze the applications under Growth category.
- Applications were analyzed on a number of parameters including financials, growth, market differentiation, product differentiation, market size, founder profiles etc.
- Top 84 companies were identified to form the first shortlist for jury evaluations.



- The shortlisted companies were called to present to a panel of Jury.
- Jury rounds were conducted in Bengaluru.
- The Emerge 50 organizations were selected after a critical & rigorous evaluation by the Jury panel.





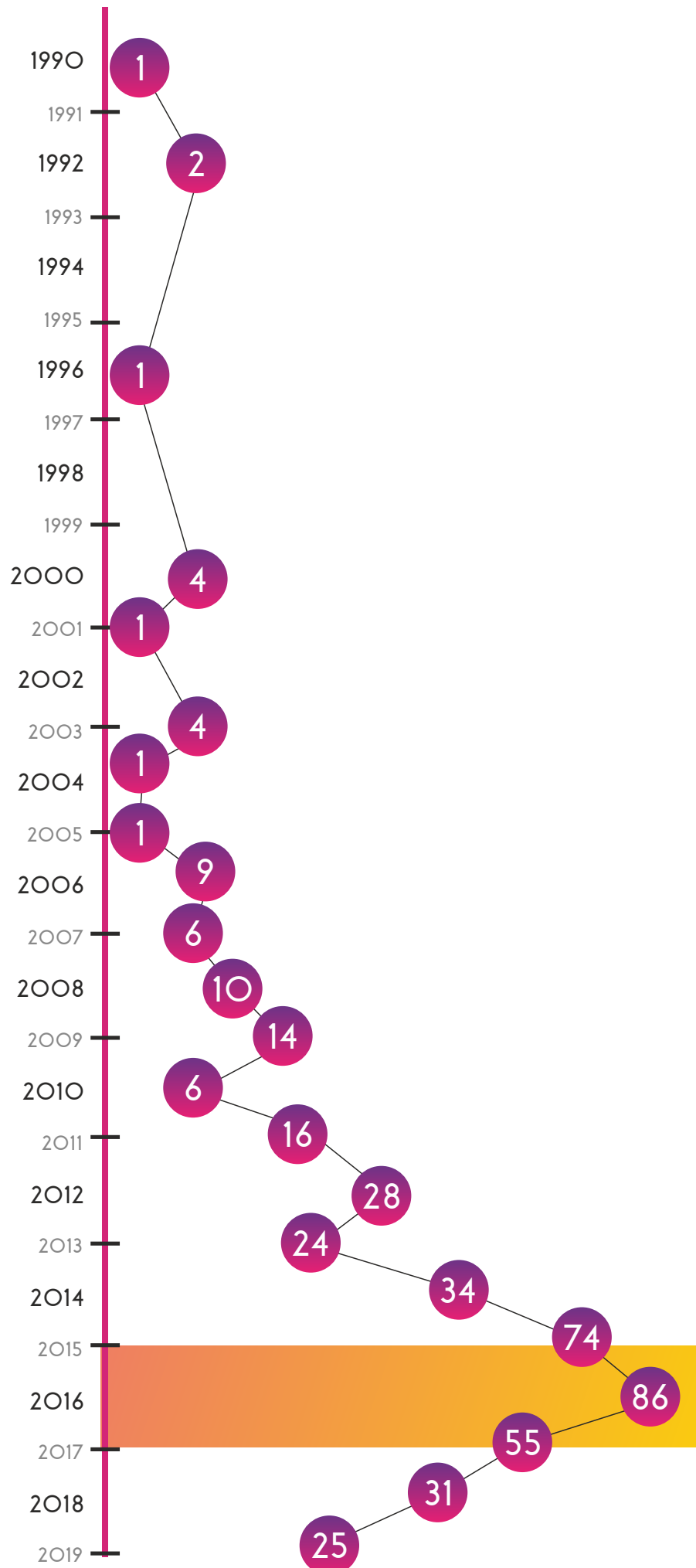
Key Trends & Analysis

Year of Incorporation of Companies

Year of Incorporation wise bifurcation:

More than 36% of entries (160 applicants) were received from firm / companies that got themselves registered in 2015 & 2016.

Fact:
Coincidentally, Startup India Campaign by Government of India was announced in August 2015.





Total Applications Received:

433

Delhi / NCR

16.4%

Ahmedabad

2.1%

Mumbai

12.5%

Pune

7.2%

Hyderabad

6.0%

Bengaluru

33.7%

Chennai

6.7%

Others

15.5%

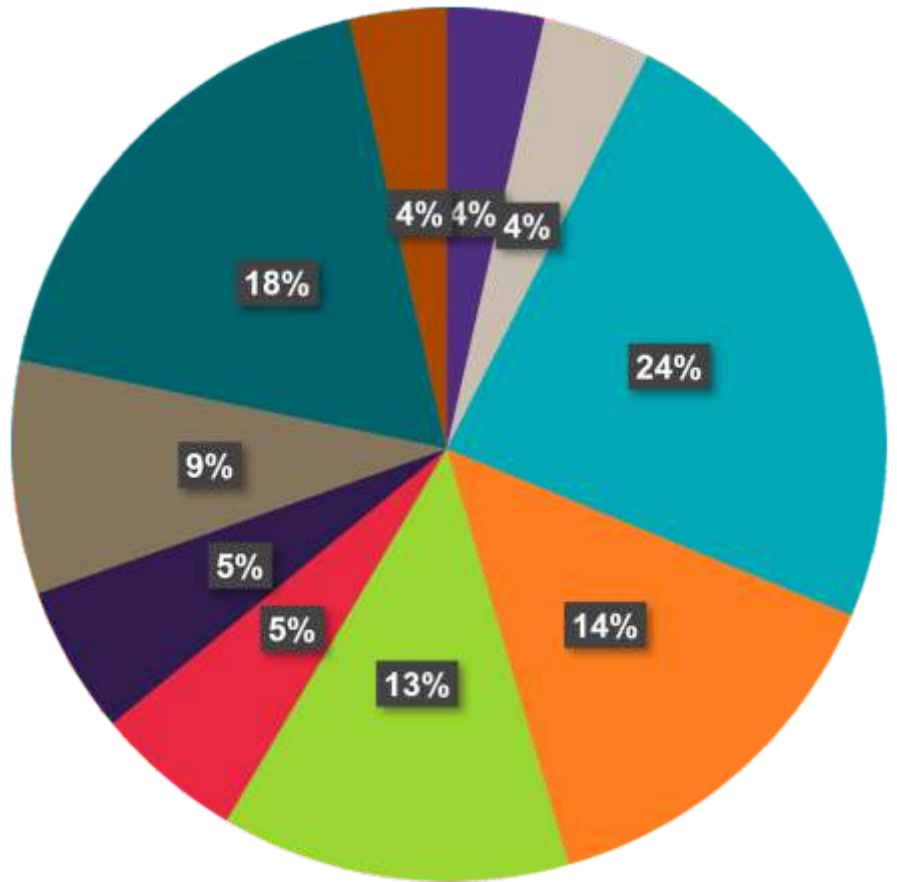
Selection Framework

Application Spread

Eligibility Criteria:

- A Registered/Incorporated Indian IT Product Company. OR Companies founded in India, but later moved to a foreign land for business reason and still has majority workforce in India.
- Nomination should be a Commercialized Product (not an idea/prototype/under development). No POC accounted i.e. Product should have paying customers.
- Total company revenue not more than INR 100 Crore.



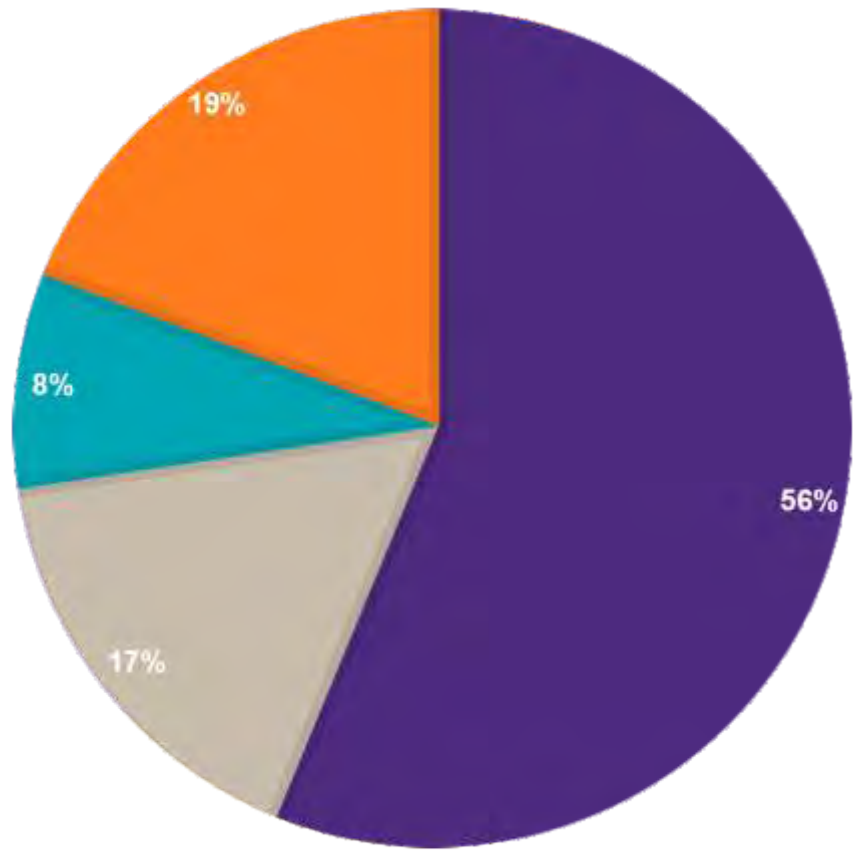


Key Trends & Analysis

Applications across categories

- Bharat - Language, Citizen Services, Agriculture, Pollution, etc.
- Cyber Security
- Enterprise - Automation, CRM, SCM, Cloud, etc.
- Fintech - Digital lending, Wealthtech, Insurance, Techfin, etc.
- Hardware and Devices, IoT, etc.
- Healthtech - Diagnostics, Wellness, Hospital administration, R&D, etc.
- Logistics / Supply Chain - Freight, Mobility, Warehousing, On demand, etc.
- RetailTech - Advanced Analytics, Customer Experience, etc.
- SaaS - Vertical & horizontal SaaS solutions, etc.
- Strategic sectors - Defense, Energy, Environment, Smart Cities, etc.





Key Trends & Analysis

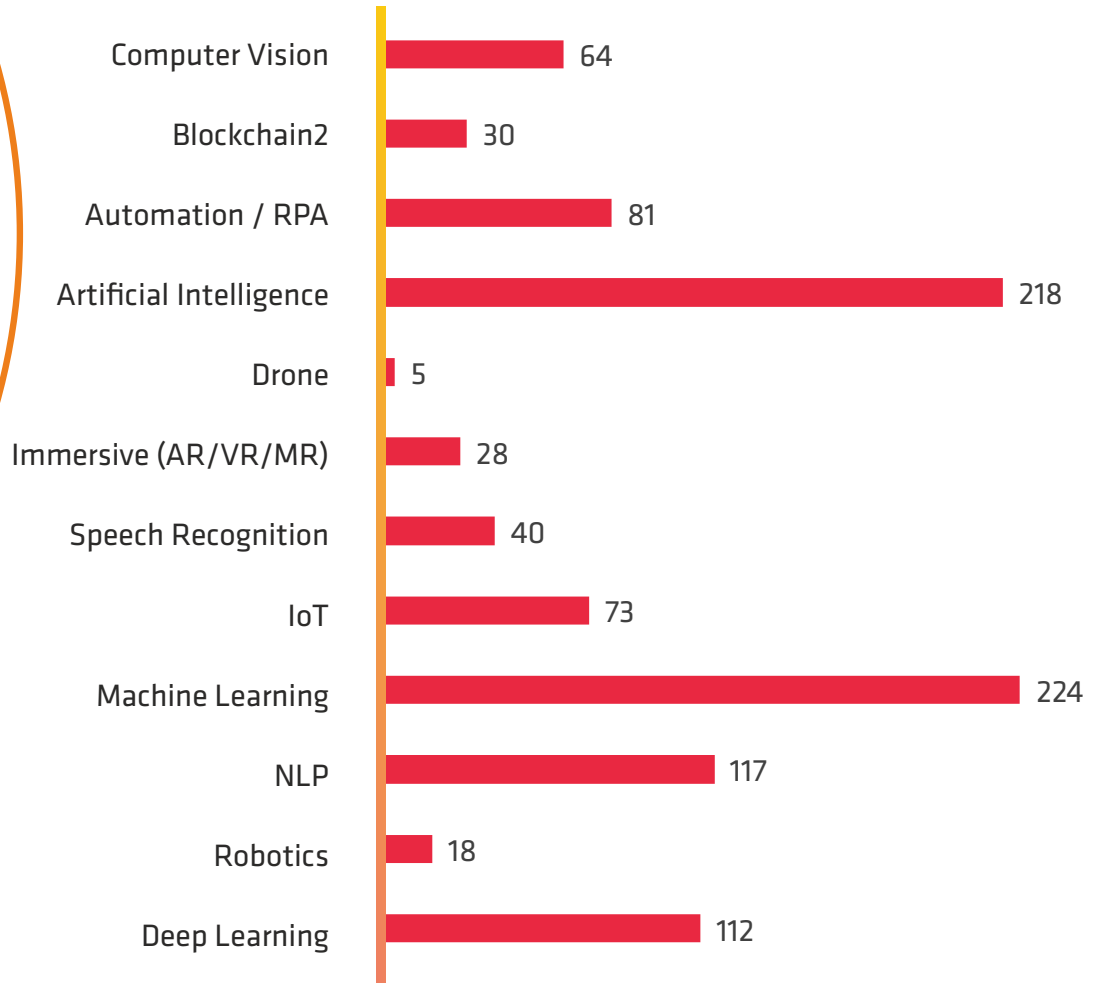
Nature of Product / Solution Offering

-  B2B
-  B2C
-  B2G
-  B2B2C / Marketplace / Aggregator



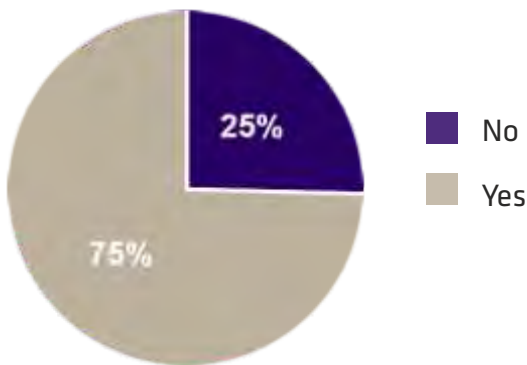


Category of Deep Technology used across nominations

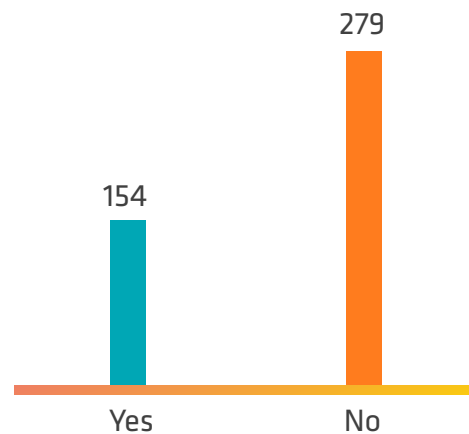


Key Trends & Analysis

Use of Deep Technology across applicants



Applicants with NASSCOM Membership





Nishant Chandra
VISA



Parag Dhol
Inventus India



Punit Jain
Nelito Systems



Radhesh Kanumury
Arka Venture Labs



Raja Roy
Tech Mahindra



Rajasekaran Panchatcharam
Bahwan CyberTek



Rajesh Srivathsa
Ojas



Rakesh Agarwal
Tally Solutions



Rostow Ravanan
Ex Mindtree



Jury Members



Samir Kumar
Inventus India



Saras Agarwal
Bharat Fund



Satish Mugulavalli
YourNest India VC Fund



Seema Joshi
Accenture



Shalini Sankarshana
Broadridge



Snigdha Ray
PayPal



Srikanth Chunduri
Framework



Subhojit Malik
EY



Venkatesh Murthy
DSCI





Jury Members



Abhishek Srivastava
Endiya Partners



Ajay Prabhu
QuEST Global



Akihiko Iketani
NEC Labs India



Alok Bardiya
Tata Communications



Amit Gajwani
Cybage



Amitava Ghosh
Circles.life



Anurag Ramadasan
3one4 Capital



Arjun Pratap
EdGE Networks



Arpit Maheshwari
Stellaris



Ashok Chandavarkar
Intel Corporation



Atul Soneja
Infosys Ltd (Head of EdgeVerve)



Bikramjeet Kapany
Bharat Fund



Brij Bhasin
Rebright Partners



Deepak Agrawal
Ideaspring Capital



Dhiraj Jain
Tech Mahindra



Dipika Kapadia
EY



Kaustubh Patekar
Nitrous Oxide



Lalitha Ramani
Walmart



Malthi SS
Societe Generale



Milind Hanchinmani
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