NASSCOM ANNOUNCES THE LAUNCH OF ITS FOURTH *TECHSTARTUP.IN* IN HYDERABAD
An Intelligent platform for start-ups, enabled by digital technology

- *A one stop shop for the entire Indian start-up & product ecosystem to network, stimulate local innovation and help grow the economy*
- *Techstartup.in is successfully operating in Delhi, Bengaluru and Mumbai connecting India's expanding tech-preneurs*

New Delhi, 17 December, 2016: Profoundly altering the technology landscape in the country and provide a one stop shop to budding start-ups there needs, **National Association of Software and Services Companies (NASSCOM)** in partnership with IBM, launched the Techstartup.in in Hyderabad on IBM Cloud today.

The launch of Techstartup.in in Hyderabad reflects the trends in the digital world and is rightly influencing its transformation in the country. Digital transformation has swiftly moved from the frontier to a set of capabilities that need to be deeply embedded across functions and operations, enabling start-ups to have a better basis for networking and connecting with the ecosystem realtime.

Techstartup.in is a digital platform that allows startups, investors and venture capitalists to network in a particular city. It was first launched in Bangalore last year followed by Delhi and Mumbai this year. The platform serves as a centralized hub for India's tech ecosystem providing information and resources to help turn ideas into businesses, deliver valuable tools for tech startups, and connect citizen entrepreneurs to opportunities in the tech ecosystem. The programme looks at diversifying the tech startup ecosystem within the city where market leaders in the technology space will not only support startups but will also connect with them through the platform.

Mr. KS Vishwanathan, Vice President, NASSCOM, said, *"With the launch of TechStartup.in, what we aim to do is use the latest technology, create an apt platform for city based startups to connect, network and find the right people who will help them scale up in the otherwise competitive industry. Reinventing the technology requires far-reaching changes, from talent to infrastructure, and takes time to develop. Techstartup.in is THE platform for every startup founder to get the kind of visibility they are expecting. I am extremely delighted to have IBM on our side for this development. With the platform already operating in three other metros, we plan to take this ahead in Tier 2 and Tier 3 cities too which are proving to be the next potential Start-up hubs in India."*

The platform will also offer a pioneering search engine and database which will profile virtually every city-based tech company and investor; a continuously updated list of tech and start-up job openings, a citywide tech event and class calendar; an interactive map of tech companies, start-up resources across the boroughs; and additional features that combine to create a comprehensive one-stop shop for everything start-up.

Built on IBM Cloud, TechStartup.in will be updated regularly using tools from Bluemix, IBM's cloud platform that includes tools for social, mobile, analytics, cloud integration, Internet of Things, Watson cognitive computing and more. Additionally, as part of its commitment to the global startup community,

IBM will offer up to $120,000 of free IBM Cloud credits for local qualified startups to use as they build their businesses on IBM Cloud.

About NASSCOM 10,000 Startups

10,000 Start-ups is an ambitious attempt by NASSCOM to scale up the start-up ecosystem in India by 10x. 10,000 Start-ups aims to enable incubation, funding and support for 10,000 technology start-ups in India over the next ten years. The program's vision is to foster entrepreneurship, build entrepreneurial capabilities at scale and strengthen early stage support for tech start-ups. The initiative brings together key stakeholders of the ecosystem including start-up incubators, accelerators, angel investors, venture capitalists, start-up support groups, mentors, and technology corporations. Since its launch in April 2013, we've done about 800+ events in 22 cities of the country which were attended by a whopping 35,000 attendees and received 13,800 Applicants, 2276 Start-ups Shortlists, and 1350 Impacts. The program is supported by Google for Entrepreneurs, Microsoft Ventures, Kotak, Amazon Web Services and IBM.

For further information please contact:

Parekhit Bhattacharjee | Tripti Sharma	Kavita Doshi
NASSCOM Press Office – Genesis BM	**NASSCOM 10,000 Start-ups**
Mobile: +91 9999380203 | +91 7838350189	Email: Kavita@nasscom.in
Email: parekhit.b@bm.com| tripti.sharma@bm.com	