

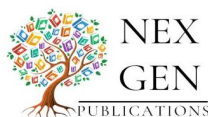
# Women Entrepreneurship Startup in India

*Case Bank II*

To Empower and Inspire Women Entrepreneurs



**Editors:** Prof. (Dr.) Ravikant Swami  
Prof. (Dr.) Poorva Ranjan  
Dr. Khushbu Khurana



# Women Entrepreneurship Startup in India Case Bank-II

*To Empower and Inspire Women Entrepreneurs*



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*Edited By:*

**Prof. (Dr.) Ravikant Swami**

**Prof. (Dr.) Poorva Ranjan**

**Dr. Khushbu Khurana**

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**Women Entrepreneurship Startup in India  
Case Bank-II**  
*To Empower and Inspire Women Entrepreneurs*

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## **PREFACE**

Entrepreneurship is the act of starting a business with the intention of making a profit. The socio-economic advancements and transformations we are currently witnessing in the rising nations are being sparked by individuals or groups that are contributing to economic progress, such as women entrepreneurs.

The emergence of women's businesses and their significant impact on economic development has given women's entrepreneurship a boost in recent decades.

This book aims to know more about the strategic and multifaceted roles performed by women entrepreneurs in different start-ups in India. An effort is made to learn about their functional environment, inspiration sources, opportunities, and challenges they encounter in various functional departments, such as marketing, finance, production and sales.

It covers successful women entrepreneurs' start-ups in India ranging from the pharmaceutical to the beauty industry, from educational technology to clothing industry, from fashion industry to television industry, to name a few.

This book would be the ideal reading for an entrepreneurial lesson, especially for students interested in female business or economic development. Further, all budding entrepreneurs will benefit greatly from having this book on their side.

## **ACKNOWLEDGEMENT**

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To the publisher, for seamless coordination.

**Prof. (Dr.) Ravikant Swami**

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**1**

**NYKAA: THE WOMEN CENTERED ONLINE MARKETPLACE**

**Prof. (Dr.) Ravikant Swami and Ananya Sharma**

**ABOUT THE ORGANIZATION**

The cosmetic industry, in India, is holding worth \$26.3 billion (approx.) in 2022. Nykaa is one of the very profound makeup companies, established in India. Nykaa is an Indian e-commerce company that sells beauty and wellness products online. It was founded in 2012 by Falguni Nayar, a former investment banker. Nykaa offers a wide range of beauty and wellness products from various brands, including makeup, skincare, hair care, fragrances, and more. In addition to selling products online, Nykaa also operates physical retail stores across India. The company has gained popularity in India due to its vast product selection, competitive pricing, and reliable customer service.

Nykaa's mission is to provide customers with a comprehensive selection of beauty and wellness products that are of high quality, affordable, and easily accessible. The company aims to make the process of purchasing beauty and wellness products easy and convenient for customers by providing a user-friendly online platform and a network of physical retail stores across India. In addition to its focus on providing customers with the best possible shopping experience, Nykaa is also committed to promoting inclusivity and diversity in the beauty industry.

The company has launched several initiatives to empower women in India, including Nykaa Network, a community platform for women to connect, learn, and grow, and the Nykaa Femina Beauty Awards, which recognize and celebrate diversity in beauty. Nykaa's mission is to be a leading beauty and wellness destination in India, offering customers a one-stop shop for all their beauty needs.

Nykaa offers a wide range of beauty and wellness products from various national and International brands.

**Figure 1: Products sold by Nykaa**

Source: Author

### **SOME OF THE PRODUCTS SOLD BY NYKAA INCLUDE**

1. Makeup: Foundations, lipsticks, eyeliners, mascaras, eyeshadows, blushes, bronzers, highlighters, makeup palettes, makeup brushes, and more.
2. Skincare: Cleansers, toners, moisturizers, serums, face masks, face oils, eye creams, lip balms, sunscreens, and more.
3. Haircare: Shampoos, conditioners, hair oils, hair masks, hair styling products, hair color, and more.
4. Fragrances: Perfumes, body mists, and deodorants for men and women.
5. Personal Care: Bath and shower products, oral care products, feminine hygiene products, and more.
6. Wellness: Health supplements, herbal products, and other wellness products.



Source: <https://digitalscholar.in/nykaa-digital-marketing-strategies/>

### **ABOUT THE FOUNDER**

The brainchild behind Nykaa is Falguni Nayar, an Indian entrepreneur and the founder and CEO of Nykaa, a leading e-commerce platform for beauty and wellness products in India. Prior to starting Nykaa in 2012, Nayar had a successful career in finance. She worked for Kotak Mahindra Bank for nearly two decades, rising to the position of Managing Director and CEO of Kotak Investment Banking. In 2012, Nayar left her corporate career to pursue her passion for entrepreneurship and beauty. She started Nykaa with the aim of creating a one-stop shop for beauty products that would offer Indian customers a wide range of high-quality beauty products at affordable prices. Today, Nykaa has become one of the most popular e-commerce platforms for beauty and wellness products in India, with a loyal customer base and a strong presence both online and offline.

### **GROWTH OF THE COMPANY**

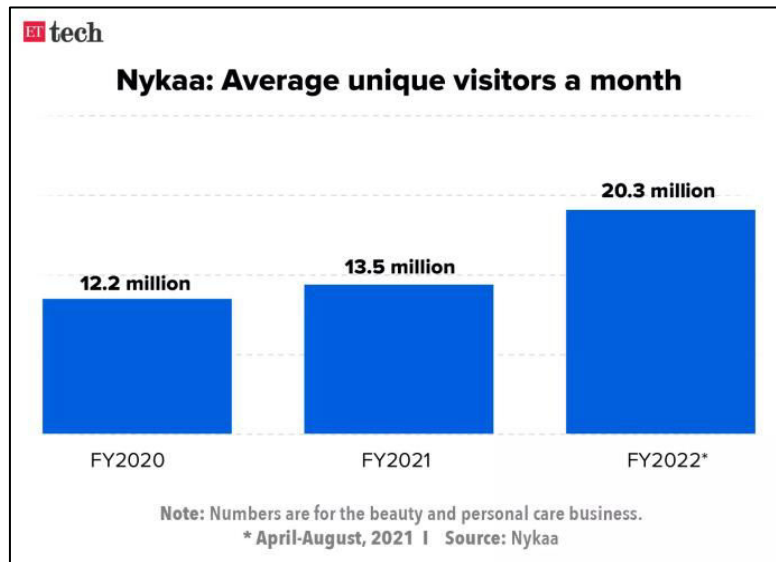
Nykaa has seen significant growth since its inception in 2012. In its early years, the company primarily focused on online sales, but it has since expanded into physical retail with the opening of its first Nykaa Luxe store in 2015. Today, Nykaa operates over 70 physical stores across India in addition to its online platform. **According to reports, Nykaa's revenue for the fiscal year 2020-2021 was over \$600 million, a significant increase from the previous year.**

The company has also been profitable since 2018, which is considered a significant achievement for a startup in the e-commerce industry. The company has also been successful in launching its own private label brand, Nykaa Cosmetics, which offers high-quality makeup and skincare products at affordable prices. In addition to its retail operations, Nykaa has also launched several initiatives to support women entrepreneurs



and professionals in India. These include the Nykaa Network, a community platform for women to connect, learn, and grow, and the Nykaa Femina Beauty Awards, which recognize and celebrate diversity in beauty.

**Figure 2**



Source: <https://economictimes.indiatimes.com/tech/startups/ipo-bound-nykaa-charts-post-lockdown-recovery-reveals-house-of-brands-plan/articleshow/87256230.cms>

## **CUSTOMER REVIEWS & EXPERIENCE**

Nykaa has generally received positive customer reviews for its product selection, quality, and customer service. Customers appreciate the vast range of products offered by the platform and the ease of navigating the website or app.

Nykaa's physical stores are also well-reviewed for their attractive store designs and helpful staff. Customers also appreciate the option to buy from international brands that were previously unavailable in India.

The company's return and exchange policies are also appreciated by customers, with many reporting hassle-free returns and exchanges. However, some customers have reported issues with delivery times and occasional delays in processing orders.

Overall, though, most customer reviews for Nykaa have been positive, and the company has established a strong reputation for offering high-quality beauty and wellness products with reliable customer service.



**Figure 3:** Types of Products Nykaa Sell in the Market

*Source:* The Author

## CONCLUSION & DISCUSSION

In conclusion, Nykaa is a leading e-commerce platform for beauty and wellness products in India. Founded in 2012 by entrepreneur Falguni Nayar, the company has established itself as a reliable and affordable source for a wide range of products, including makeup, skincare, haircare, and wellness products. With a strong online presence and a rapidly growing network of physical stores across India, Nykaa has become a popular destination for beauty enthusiasts looking for quality products at affordable prices. Nykaa's success can be attributed to its diverse product range, competitive pricing, and reliable customer service. The company's private label brand, Nykaa Cosmetics, has also been a hit among customers for its quality and affordability. Additionally, Nykaa has launched several initiatives to support women entrepreneurs and professionals in India, cementing its position as a socially responsible business. While there have been some customer complaints about delivery times and product packaging, the overall customer sentiment towards Nykaa is positive, with customers appreciating the company's vast range of products, reliable customer service, and affordable prices. All in all, Nykaa has established itself as a trusted brand in the Indian beauty and wellness market and is poised for continued growth in the future.

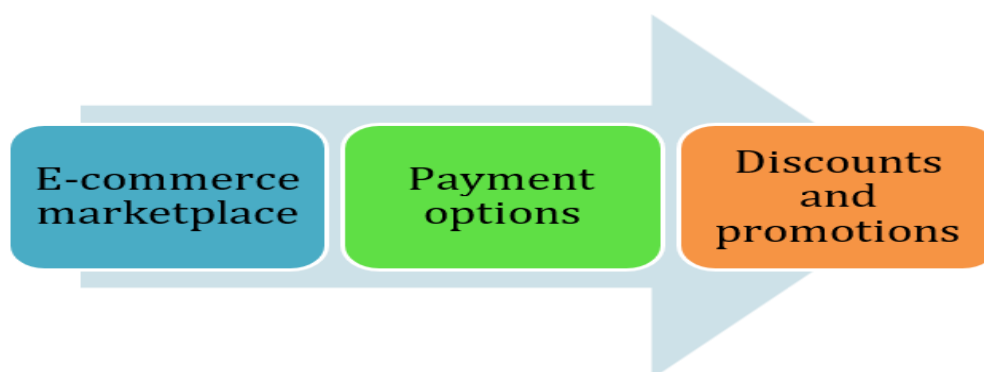
## SHOPCLUES: E-COMMERCE BRAND

**Prof. (Dr.) Poorva Ranjan and Ananya Sharma**

### ABOUT THE ORGANIZATION

ShopClues is an Indian e-commerce platform that was founded in 2011 by Sanjay Sethi, Sandeep Aggarwal, and Radhika Aggarwal. It is headquartered in Gurugram, India and offers a wide range of products including electronics, fashion, home and kitchen, sports and fitness, and many more. ShopClues operates on a marketplace model, where it connects buyers and sellers on its platform. It offers products at discounted prices and runs various promotions to attract customers. The platform also offers a variety of payment options including cash on delivery, credit/debit card, and net banking. ShopClues' mission is to empower millions of small and medium-sized businesses in India by providing them with a platform to sell their products online. The company aims to bridge the gap between buyers and sellers in the country, and to make online shopping accessible to everyone, especially those in rural and semi-urban areas. In addition, ShopClues aims to offer its customers quality products at affordable prices. The platform works with its sellers to ensure that they offer genuine products and provides customers with a hassle-free shopping experience. Overall, ShopClues' mission is to be a one-stop destination for all the needs of its customers, while also supporting the growth and development of small and medium-sized businesses in India.

**Figure 1:** ShopClues offers a variety of services to its customers



Source: Author

1. E-commerce marketplace: ShopClues operates an e-commerce marketplace where buyers and sellers can connect and transact. It offers a wide range of products across various categories, including electronics, fashion, home and kitchen, sports and fitness, and many more.
2. Payment options: ShopClues provides a variety of payment options to its customers, including cash on delivery, credit/debit card, and net banking.
3. Discounts and promotions: The platform runs various discounts and promotions to attract customers and offer them products at discounted prices.

Overall, ShopClues offers a range of services aimed at providing customers with a convenient and affordable shopping experience while also supporting small and medium-sized businesses in India.

### **ABOUT THE FOUNDER**

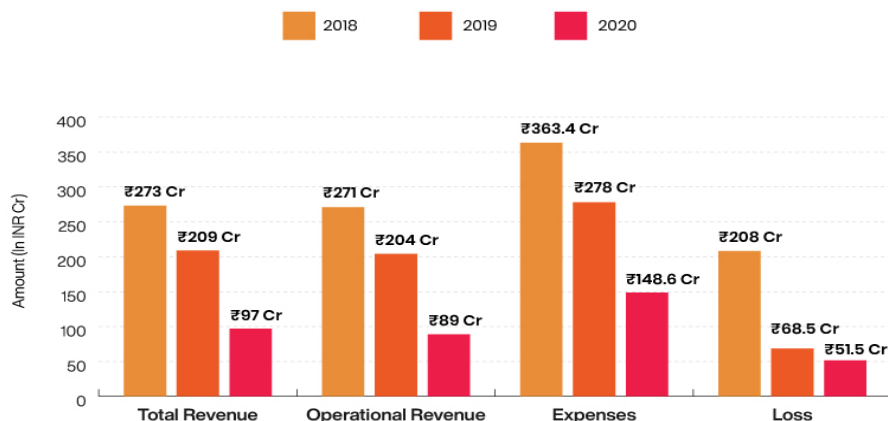
Radhika Aggarwal is an Indian entrepreneur and the co-founder of ShopClues, an e-commerce platform in India. She founded the company along with Sanjay Sethi and Sandeep Aggarwal in 2011. Radhika Aggarwal is the first woman co-founder and Chief Business Officer of a unicorn startup in India. Before starting ShopClues, Radhika Aggarwal worked in the advertising and marketing industry for over 10 years. She has also worked with companies such as Nordstrom and American Express. Radhika Aggarwal has been recognized for her entrepreneurial and leadership skills. She was featured in Fortune India's 40 under 40 list in 2015 and was awarded the 'E-commerce Entrepreneur of the Year' at the Entrepreneur India Awards in 2016. She has also been named in the Forbes India's W-Power Trailblazers list in 2018. In addition to her work at ShopClues, Radhika Aggarwal is involved in various initiatives aimed at supporting and mentoring women entrepreneurs in India.

### **GROWTH OF THE COMPANY**

ShopClues has experienced significant growth since its launch in 2011. In its early years, the company faced stiff competition from established players in the Indian e-commerce market, such as Flipkart and Amazon India. However, ShopClues managed to differentiate itself by focusing on a different customer segment, namely, those in

rural and semi-urban areas of the country. By offering affordable products across various categories and a range of payment options, ShopClues was able to attract customers in these areas who had limited access to traditional retail outlets. The company also worked closely with its sellers to ensure that they offered quality products and provided a hassle-free shopping experience to its customers. As a result of these efforts, ShopClues was able to grow rapidly, and by 2016, the company was valued at over \$1 billion, making it a unicorn startup. However, in recent years, ShopClues has faced increased competition from established players such as Amazon and Flipkart, as well as new entrants in the market. The company has also faced criticism for selling counterfeit products and poor customer service.

## Shopclues FY20 Revenue Drops Under INR 100 Cr



Source: Clues Networks Private Limited Financial Statement For FY2020, FY2019  
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**Inc42**

Source: <https://inc42.com/buzz/what-the-financial-one-time-unicorn-shopclues-slide-continues-fy20-revenue-drops-under-inr-100-cr/>

## CUSTOMER REVIEWS & EXPERIENCE

Customer reviews of ShopClues are mixed. While some customers have had positive experiences with the platform, others have faced issues with the quality of products, delivery times, and customer service. On Trustpilot, a popular customer review website, ShopClues has a rating of 2.2 out of 5 stars based on over 1,800 reviews. Some customers have praised the platform for its affordable prices and wide range of products. However, many others have reported issues such as late deliveries, damaged

products, and poor customer service. Similarly, on Mouth Shut, another customer review website, ShopClues has a rating of 2.2 out of 5 stars based on over 6,500 reviews. Customers have reported issues with delayed deliveries, poor quality products, and difficulty in getting refunds. It is worth noting that many of the negative reviews are from a few years ago, and ShopClues has taken steps to address some of the issues. For instance, the company has launched initiatives such as the ShopClues Surety program to ensure the quality and authenticity of products sold on its platform. However, it is always recommended to read reviews and conduct research before making a purchase on any e-commerce platform.

**Figure 2:** Product that shop clues Sell



*Source:* Companies Website (Shopclues.com)

## CONCLUSION & DISCUSSION

In conclusion, ShopClues is an Indian e-commerce platform that offers a wide range of products across various categories at affordable prices. The platform has grown rapidly since its launch in 2011, and by 2016, it was valued at over \$1 billion, making it a unicorn startup.

ShopClues has focused on catering to customers in rural and semi-urban areas of India who have limited access to traditional retail outlets. The company has also worked closely with its sellers to ensure that they offer quality products and provide a hassle-

free shopping experience to its customers. However, ShopClues has faced increased competition from established players such as Amazon and Flipkart, as well as new entrants in the market. The company has also faced criticism for selling counterfeit products and poor customer service.

Overall, while ShopClues has been successful in catering to a specific customer segment, it faces significant challenges in a highly competitive and dynamic e-commerce market. It remains to be seen how the company will continue to evolve and adapt to these challenges in the future.

3

**ZIVAME: LEADING LINGERIE STORE**

**Dr. Shuchi Goel and Ananya Sharma**

**ABOUT THE ORGANIZATION**

Zivame is an Indian online lingerie and intimate wear retailer, founded in 2011 by Richa Kar. The company offers a wide range of lingerie, nightwear, activewear, and shapewear for women, with a focus on providing a comfortable and personalized shopping experience. Zivame also offers a variety of sizes and styles to cater to different body types and preferences. The company has both an online store and several physical stores across India. Zivame has gained popularity in India for its convenient and discreet shopping experience, as well as its efforts to promote body positivity and confidence among women.

The mission of Zivame is to empower women by providing them with high-quality lingerie and intimate wear that is comfortable, stylish, and fits well. The company aims to break taboos and promote body positivity by offering a range of sizes, styles, and designs that cater to different body types and preferences. Zivame also strives to provide a personalized and convenient shopping experience for women, both online and offline. Overall, the mission of Zivame is to create a community where women can feel confident and comfortable in their own skin, and where their intimate wear needs are met with ease and accessibility.

Zivame offers a wide range of lingerie, intimate wear, activewear, and shapewear products for women. Here are some of the products offered by Zivame:

1. **Bras:** Zivame offers a variety of bras including T-shirt bras, push-up bras, sports bras, wireless bras, minimizer bras, padded bras, and more.
2. **Panties:** Zivame offers panties in different styles such as thongs, hipsters, boyshorts, and bikinis.
3. **Nightwear:** Zivame offers nightgowns, nightdresses, pajama sets, shorts, and tops in comfortable fabrics like cotton and satin.



4. **Shapewear:** Zivame offers shapewear in different styles such as bodysuits, tummy tuckers, waist cinchers, and thigh shapers.
5. **Activewear:** Zivame offers activewear such as sports bras, tank tops, leggings, shorts, and tracksuits.
6. **Swimwear:** Zivame offers swimwear such as bikinis, one-piece swimsuits, and cover-ups.

Overall, Zivame offers a wide variety of products to meet the diverse intimate wear needs of women of all shapes, sizes, and preferences.



Source: [https://www.afaqs.com/news/digital/54862\\_zivame-unveils-new-brand-identity-with-logo-and-tagline](https://www.afaqs.com/news/digital/54862_zivame-unveils-new-brand-identity-with-logo-and-tagline)



**Figure 1:** Competitors of Zivame

Source: The Author

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## **FOUNDER OF THE COMPANY**

Richa Kar is an Indian entrepreneur and the founder of Zivame, an online lingerie and intimate wear retailer. She founded the company in 2011, with the aim of creating a platform that would provide Indian women with access to high-quality lingerie and intimate wear that was both comfortable and stylish. Richa Kar holds a degree in engineering from BITS Pilani and an MBA from Narsee Monjee Institute of Management Studies in Mumbai. Before starting Zivame, she worked as a consultant at SAP AG in Germany and as a project manager at Spansules Pharmatech in Hyderabad. Richa Kar has been recognized for her contribution to the Indian startup ecosystem, and has been featured in various publications including Forbes India, Business Today, and YourStory.

## **GROWTH OF THE COMPANY**

Zivame has experienced significant growth since its inception in 2011. The company has become one of the leading online lingerie and intimate wear retailers in India, with a large and loyal customer base. Here are some key milestones and growth indicators for Zivame:

1. **Funding:** Zivame has raised multiple rounds of funding from prominent investors, including IDG Ventures, Kalaari Capital, Unilazer Ventures, and Zodius Capital. The company has raised over \$52 million in funding to date.
2. **Revenue:** Zivame has reported consistent growth in revenue since its launch. In 2019, the company reported revenue of INR 86 crore (approximately \$11 million), up from INR 70 crore (approximately \$9 million) in the previous year.
3. **Store expansion:** Zivame has expanded its presence beyond the online channel, with the opening of several physical stores across India. The company currently has over 35 retail stores in different cities

Overall, Zivame has shown impressive growth over the years, driven by a combination of product innovation, strategic expansion, and effective marketing.

## **CUSTOMER REVIEW OF ZIVAME**

Customer reviews of Zivame are generally positive, with many customers praising the company for its wide range of products, affordable prices, and convenient and discreet shopping experience. Here are some examples of customer reviews of Zivame:

- "Zivame has the best collection of bras and panties that I have ever seen. Their products are of high quality and the prices are very reasonable. The website is easy to navigate, and the checkout process is very smooth." - Aparna M.
- "I am very happy with my purchase from Zivame. The lingerie I ordered was delivered promptly and the quality is excellent. The packaging was discreet, which I really appreciated. I will definitely be ordering from Zivame again." - Nisha K.

## **CONCLUSION & DISCUSSION**

In conclusion, Zivame is a leading online lingerie and intimate wear retailer in India that has experienced impressive growth since its launch in 2011. The company has established a strong brand identity and a loyal customer base by offering a wide range of high-quality products at affordable prices, and by providing a convenient and discreet shopping experience for women. Zivame has expanded its product range beyond lingerie and intimate wear, to include activewear, swimwear, and shapewear, which has allowed the company to cater to a broader range of customer needs and preferences. With a combination of strategic expansion, product innovation, and effective marketing, Zivame is well-positioned to continue its growth and success in the years to come.

## **VLCC: POPULAR BEAUTY, HEALTH AND FITNESS BRAND**

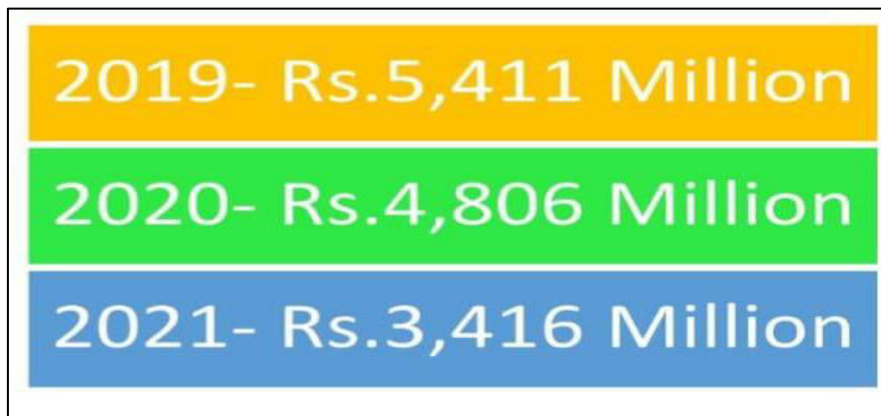
**Dr. Shalini Gautam and Ananya Sharma**

### **ABOUT THE ORGANIZATION**

VLCC which is abbreviation for, “Vandana Luthra Curls & Curves”, which is derived from the name of the brainchild of this pan India brand, i.e. Vandana Luthra herself. VLCC is a well-known Indian brand that offers a range of beauty and wellness services. It was founded in 1989 by Vandana Luthra and has since then expanded to become a global wellness brand with operations in over 150 locations across 14 countries. VLCC offers a wide range of services including weight management solutions, beauty services, dermatology and laser treatments, and personal care products. The brand is known for its use of natural and herbal ingredients in its products and services.

The mission of VLCC is to transform lives by making people look and feel beautiful. The brand is committed to providing holistic wellness solutions that promote a healthy lifestyle, help manage weight, and enhance overall beauty. Overall, VLCC's mission is to provide comprehensive wellness solutions that help individuals achieve their best selves, inside and out.

1. VLCC offers a wide range of services that cater to different beauty and wellness needs of individuals. Some of the services offered by VLCC are:
2. Weight management solutions: VLCC offers a range of weight loss programs, including customized diet plans, fitness programs, and non-invasive weight loss treatments like Coolsculpting and Ultrasonic Cavitation.
3. Beauty services: VLCC offers a range of beauty services, including facials, haircuts, hair coloring, manicures, pedicures, waxing, threading, and makeup.



**Figure 1:** The Total Revenue of VLCC

*Source:* The Author



*Source:* <https://www.businessworld.in/article/VLCC-Embarks-On-Expansion-Eyes-Rs-5K-cr-Revenue-In-Next-4-Yrs/15-11-2019-179086/>

### **ABOUT THE FOUNDER**

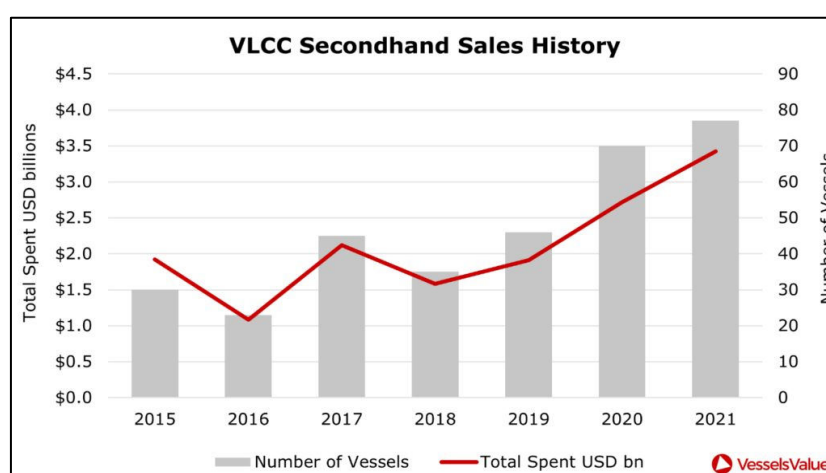
Vandana Luthra is the founder and current Chairperson of VLCC (Vandana Luthra Curls and Curves), a leading Indian brand that offers a range of beauty and wellness services. She founded VLCC in 1989 with the aim of promoting a healthy and holistic approach to beauty and wellness. Vandana Luthra was born in Kolkata, India, in 1959. She completed her education in Delhi and started her career as a homemaker. However, she was always interested in health and beauty, and decided to pursue her passion by starting VLCC. She started with a single center in Delhi and has since expanded the brand to become a global wellness company with operations in over 150 locations across 14 countries. She has received numerous awards for her entrepreneurship and leadership, including the Padma Shri award, one of India's highest civilian awards, in 2013.

## GROWTH OF VLCC

VLCC (Vandana Luthra Curls and Curves) has grown significantly since its inception in 1989. Starting with a single center in Delhi, VLCC has expanded to become a global wellness brand with operations in over 150 locations across 14 countries. Some key factors that have contributed to VLCC's growth include:

1. **Emphasis on research and development:** VLCC places a strong emphasis on research and development to create safe, effective, and innovative products and services. The brand invests heavily in research to identify new ingredients and develop new formulations.
2. **Global expansion:** VLCC has expanded globally, opening centers in multiple countries including India, UAE, Oman, Bahrain, Qatar, Kuwait, Saudi Arabia, Sri Lanka, Bangladesh, Nepal, Malaysia, Singapore, Thailand, and Indonesia.
3. **Strong leadership:** Vandana Luthra, the founder of VLCC, has provided strong leadership and vision to the brand. Her passion for health and wellness has helped to shape the brand's culture and values, and her entrepreneurial spirit has driven the brand's growth.

Overall, VLCC's focus on innovation, natural ingredients, and global expansion has helped the brand achieve significant growth and establish itself as a leading player in the beauty and wellness industry.



Source: <https://maritimafrica.com/en/a-winter-write-up-on-the-vlcc-and-lng-markets/>

This image showcases the secondhand sale history of VLCC. As seen in the graph, there is a downfall in 2016, as in this year there were many competitive brands who entered the market, leading to an increased competition faced by VLCC. Later, VLCC picked itself up and has been showing a constant upward lift since then.

### **CUSTOMER REVIEWS & EXPERIENCE**

VLCC has a mixed record of customer reviews, with some customers praising the brand for its quality of services and products, while others have reported issues with customer service and effectiveness of some of the treatments. Here are some examples of customer reviews:

"I have been a regular customer of VLCC for several years and have always been happy with their services. Their weight loss programs are effective and their beauty services are top-notch. The staff is always friendly and professional."

"I was disappointed with the customer service at VLCC. The staff was not very friendly or helpful and the wait times were extremely long. I don't think I'll be going back."

### **CONCLUSION & DISCUSSION**

In conclusion, VLCC is a leading wellness and beauty brand that offers a wide range of services and products. The brand has a strong focus on natural and herbal ingredients, research and development, and global expansion, which has helped it achieve significant growth over the years. While customer reviews are mixed, with some praising the brand's quality of services and products and others reporting issues with customer service and effectiveness of treatments, VLCC remains a popular choice for those looking for natural and effective beauty solutions. Overall, VLCC's commitment to innovation, natural ingredients, and global expansion makes it a significant player in the beauty and wellness industry.

## **BIOCON: A BIOPHARMACEUTICAL COMPANY**

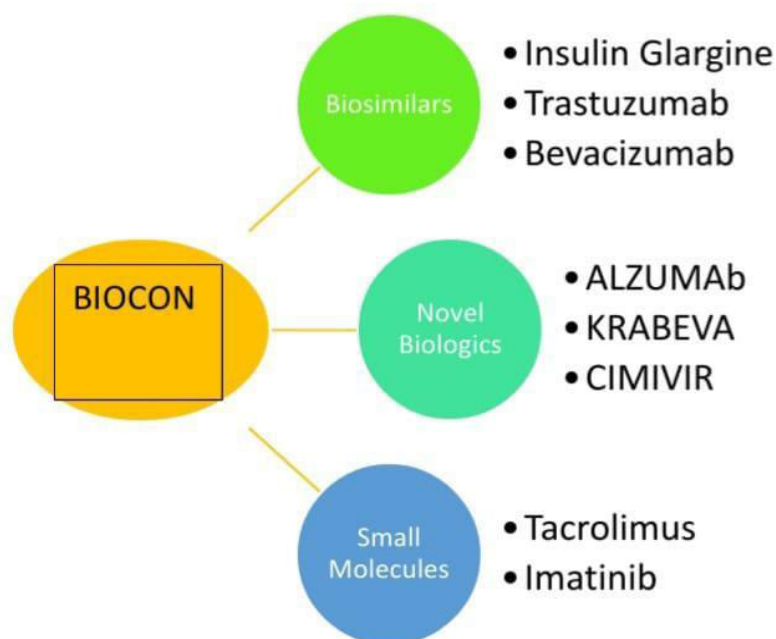
**Dr. Rashmi Chawla and Ananya Sharma**

### **ABOUT THE ORGANIZATION**

Biocon is an Indian biopharmaceutical company founded in 1978 by Kiran Mazumdar-Shaw. The company specializes in the development, manufacture, and marketing of generic and biosimilar drugs. Biocon has a diverse product portfolio that includes drugs for cancer, diabetes, immunology, and other therapeutic areas. Biocon's biosimilar portfolio includes drugs such as insulin glargine, trastuzumab, bevacizumab, adalimumab, and peg filgrastim, among others. The company has also collaborated with global pharmaceutical companies such as Mylan and Sandoz to develop and commercialize biosimilars in various markets around the world. Biocon has a strong research and development (R&D) focus and has invested significantly in developing innovative biologic drugs. The company's R&D efforts have resulted in several novel biologics in various stages of development.

The mission of Biocon is to be a leading global biopharmaceutical company that discovers, develops, and delivers innovative and affordable biopharmaceuticals that address the unmet medical needs of patients around the world. The company aims to improve patient outcomes and quality of life by developing novel biologics and biosimilars that are safe, effective, and accessible. Biocon's mission is reflected in its core values, which include a focus on patients, scientific excellence, integrity, teamwork, and continuous learning and improvement. The company aims to make a meaningful difference in the lives of patients by developing and delivering innovative biopharmaceuticals that are affordable and accessible to all.





**Figure1:** Some of the Products Developed and Marketed by Biocon

*Source:* Biocon.com

## ABOUT THE FOUNDER

Kiran Mazumdar-Shaw is an Indian entrepreneur and the founder of Biocon, a leading biopharmaceutical company in India. She was born on March 23, 1953, in Bangalore, India. Mazumdar-Shaw earned a degree in Zoology from Bangalore University and later completed a postgraduate diploma in brewing from Ballarat College, Melbourne. In 1978, at the age of 25, Mazumdar-Shaw founded Biocon with a capital of Rs. 10,000 (\$200 at the time). The company started as a manufacturer of industrial enzymes, but later diversified into the biopharmaceuticals business. Under Mazumdar-Shaw's leadership, Biocon became one of the largest biopharmaceutical companies in India with a global presence

Mazumdar-Shaw is a pioneering entrepreneur who has been recognized for her contributions to the biotech industry. She has received numerous awards and accolades for her work, including the Padma Shri and Padma Bhushan awards, two of India's highest civilian honors. She has also been named as one of TIME magazine's 100 most influential people in the world and Fortune's most powerful women in business.

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## **GROWTH OF THE COMPANY**

Biocon has experienced significant growth over the years since its founding in 1978. Here are some key milestones in the growth of Biocon:

1. **Diversification into biopharmaceuticals:** In the late 1990s, Biocon shifted its focus from industrial enzymes to biopharmaceuticals. This move proved to be highly successful, as Biocon became one of the leading biopharmaceutical companies in India.
2. **Partnership with global pharmaceutical companies:** Biocon entered into partnerships with global pharmaceutical companies such as Mylan and Sandoz to develop and commercialize biosimilars in various markets around the world. This helped Biocon expand its global footprint and strengthen its position in the biopharmaceuticals market.
3. **Successful IPO:** In 2004, Biocon went public with an initial public offering (IPO) that was oversubscribed by more than 30 times. This helped the company raise significant capital to fund its expansion plans.
4. **Launch of novel biologics:** Biocon launched several novel biologic drugs, such as ALZUMAb for psoriasis and KRABEVA for cancer.

## **CUSTOMER REVIEWS & EXPERIENCE**

Biocon is a well-respected company in the biopharmaceutical industry and has received positive feedback from various stakeholders, including patients, healthcare professionals, investors, and industry experts. Biocon's biosimilars have been widely used in various countries around the world, including India, Europe, and the United States. Patients and healthcare professionals have reported positive outcomes and experiences with Biocon's products, which have helped improve the quality of life of patients with cancer, diabetes, and other diseases.

Overall, Biocon has a strong reputation for its scientific expertise, quality products, and commitment to improving healthcare outcomes.

## **CONCLUSION & DISCUSSION**

In conclusion, Biocon is a leading biopharmaceutical company in India that has experienced significant growth since its founding in 1978. The company has diversified into biopharmaceuticals and established a strong presence in the global market through partnerships with global pharmaceutical companies. Biocon's products, including biosimilars and novel biologic drugs, have been well-received by patients and healthcare professionals, contributing to improved healthcare outcomes. The company has also received numerous awards and recognition for its research, innovation, and contribution to the biopharmaceutical industry.

Overall, Biocon has a strong reputation for its scientific expertise, quality products, and commitment to improving healthcare outcomes. With its continued focus on innovation, research, and collaboration, Biocon is well-positioned to maintain its leadership in the biopharmaceutical industry and drive growth in the years to come.

**6**

**JOSH TALKS: ROLE MODELS FROM TIER II AND TIER III CITIES**

**Dr. Pooja Sharma and Ananya Sharma**

**ABOUT THE ORGANIZATION**

Josh Talks is an Indian media and content creation platform that aims to inspire and empower young people through storytelling. The platform was founded in 2015 by Supriya Paul and Shobhit Banga and has since grown to become one of the largest online communities of young people in India. Josh Talks produces and shares inspirational stories, interviews, and videos featuring people from all walks of life who have overcome challenges and achieved success. The platform also hosts live events, workshops, and conferences featuring entrepreneurs, innovators, and other thought leaders.

In addition to its content creation and event hosting activities, Josh Talks has also launched several initiatives aimed at supporting and empowering young people, such as the Josh Skills program which provides training and job placement opportunities to young people in India.

The mission of Josh Talks is to inspire and empower young people in India to achieve their dreams and make a positive impact on society. The platform aims to achieve this by sharing inspirational stories and experiences of people from all walks of life, hosting live events and workshops, and providing training and job placement opportunities through its Josh Skills program.

Through its content and initiatives, Josh Talks seeks to help young people develop a growth mindset, gain new skills and knowledge, and become more confident and self-reliant. The platform also aims to foster a sense of community and social responsibility among young people in India, encouraging them to use their talents and resources to make a difference in their own lives and the lives of others.

Overall, the mission of Josh Talks is to create a more informed, engaged, and empowered generation of young people in India who are ready to tackle the challenges of the future and shape a better world for themselves and others.

### **ABOUT THE FOUNDER**

Supriya Paul is the co-founder and CEO of Josh Talks, an Indian media and content creation platform that aims to inspire and empower young people through storytelling. She co-founded the platform in 2015 along with Shobhit Banga, with a vision to create a space where people from all backgrounds could share their stories and inspire others to achieve their dreams.

Under Supriya's leadership, Josh Talks has grown to become one of the largest online communities of young people in India, reaching millions of viewers with its content and events. She has also been recognized for her contributions to the Indian startup ecosystem, receiving awards such as the Forbes 30 under 30 Asia in the Media, Marketing and Advertising category in 2018.

Supriya is a graduate of the Indian Institute of Technology (IIT) Delhi, and prior to starting Josh Talks, she worked at companies such as Goldman Sachs and Ernst & Young. She is also a speaker and mentor for young entrepreneurs and startups and is passionate about helping others achieve their goals and make a positive impact on society.

### **GROWTH OF THE COMPANY**

Josh Talks has experienced significant growth since its launch in 2015. The platform has become one of the largest online communities of young people in India, with millions of viewers and followers on social media platforms such as YouTube, Instagram, and Facebook.

In addition to its online presence, Josh Talks has also expanded its reach through live events and workshops, hosting conferences and workshops across India and other countries. These events have featured a diverse range of speakers, including entrepreneurs, artists, activists, and thought leaders, and have attracted thousands of attendees. One of the key factors driving the growth of Josh Talks has been its focus on

empowering and inspiring young people in India. The platform's content and initiatives are designed to address the specific challenges and aspirations of young Indians, providing them with the tools and resources they need to achieve their goals and make a positive impact on society.

Overall, the growth of Josh Talks is a testament to the power of storytelling and community building in creating positive change. By providing a platform for people to share their stories and connect with others, Josh Talks has become a powerful force for inspiration and empowerment in India and beyond.

### **CUSTOMER REVIEWS & EXPERIENCE**

Josh Talks has received generally positive customer reviews for its content and events. Many viewers appreciate the platform's focus on inspirational and motivational stories, and find the speakers and presenters engaging and inspiring. Customers have also praised Josh Talks for its efforts to empower and support young people in India through initiatives such as the Josh Skills program. However, some customers have also expressed concerns about the quality and relevance of certain content, and have noted that the platform's focus on inspirational stories may not always translate into practical guidance or actionable advice for viewers.

Overall, it seems that Josh Talks has a strong and supportive community of viewers who appreciate its mission and the impact it is making on young people in India. As with any content platform, individual experiences and opinions may vary, so it's always best to try it out for oneself and form one's own opinion.

### **CONCLUSION & DISCUSSION**

In conclusion, Josh Talks is an Indian media and content creation platform that seeks to inspire and empower young people through storytelling. Since its launch in 2015, the platform has grown to become one of the largest online communities of young people in India, reaching millions of viewers with its content and events.

Through its focus on inspirational stories, live events, and initiatives such as the Josh Skills program, Josh Talks has created a space where young people can learn new skills, gain confidence and inspiration, and connect with others who share their aspirations and

goals. The platform's mission to empower and support young people in India has resonated with viewers and followers, and has helped to create a more informed, engaged, and empowered generation of young people in the country.

Overall, Josh Talks represents a powerful example of the positive impact that storytelling and community building can have on people's lives. By providing a platform for people to share their stories and connect with others, Josh Talks has become a beacon of hope and inspiration for young people in India and beyond.

## **SUGAR COSMETICS: INDIA'S MOST POPULAR COSMETICS BRAND**

**Dr. Navya Jain and Ananya Sharma**

### **ABOUT THE ORGANIZATION**

Sugar Cosmetics is an Indian beauty and cosmetics brand that offers a wide range of makeup products including lipsticks, eye shadows, mascaras, and face powders. The brand was founded in 2015 by Vineeta Singh and Kaushik Mukherjee with a mission to provide high-quality, affordable makeup products to women across India.

One of the key factors driving the success of Sugar Cosmetics has been its focus on innovation and product quality. The brand has developed a reputation for creating long-lasting, high-pigment makeup products that are suitable for a variety of skin tones and types. In addition, Sugar Cosmetics uses cruelty-free and vegan ingredients in its products, which has helped it to gain a loyal following among environmentally conscious consumers.

Overall, Sugar Cosmetics represents a successful example of an Indian beauty brand that has been able to carve out a niche in a highly competitive market by focusing on innovation, quality, and community building. The brand's commitment to providing affordable and high-quality makeup products to women in India has helped it to build a loyal following and establish itself as a leading player in the Indian cosmetics industry.

Sugar Cosmetics offers a wide range of makeup products for women in India, including:

1. **Lipsticks:** Sugar Cosmetics offers a wide range of lipsticks, including matte, glossy, and creamy formulas. These lipsticks come in a variety of shades, from nudes to bolds, and are designed to provide long-lasting wear and high pigment.
2. **Eye Makeup:** The brand offers a variety of eye makeup products such as eyeliners, kajals, and mascaras. These products are designed to enhance the eyes and come in a range of shades and formulas.



3. **Face Makeup:** Sugar Cosmetics also offers a range of face makeup products such as foundations, concealers, and powders. These products are designed to provide a flawless base and come in a range of shades to suit different skin tones.
4. **Nail Polish:** The brand also offers a range of nail polishes in a variety of shades and finishes.
5. **Skincare:** Sugar Cosmetics has recently launched a range of skincare products, including cleansers, toners, and moisturizers. These products are designed to help users achieve healthy and radiant skin.

**Figure 1:** Sugar Cosmetics offers a wide range of makeup products for women in India



*Source:* Author

*Source:* <https://sugermint.com/sugar-cosmetics-success-story/>

## ABOUT THE FOUNDER

Vineeta Singh is the co-founder and CEO of Sugar Cosmetics, an Indian beauty and cosmetics brand that she co-founded in 2015 with Kaushik Mukherjee. Singh has over 15 years of experience in the beauty and cosmetics industry, having previously worked at L'Oreal and Johnson & Johnson.

Singh is widely recognized as a leading entrepreneur in the Indian beauty industry, and has been recognized for her contributions to the sector. In 2017, she was named as one of the Top 50 most powerful women in business by Fortune India magazine, and in 2018, she was featured in Forbes India's 30 Under 30 list.

Under Singh's leadership, Sugar Cosmetics has grown rapidly, with the brand becoming one of the most popular makeup brands in India. The brand's focus on innovation, quality, and affordability has helped it to build a loyal following among women in India, and its commitment to using cruelty-free and vegan ingredients has resonated with environmentally conscious consumers.

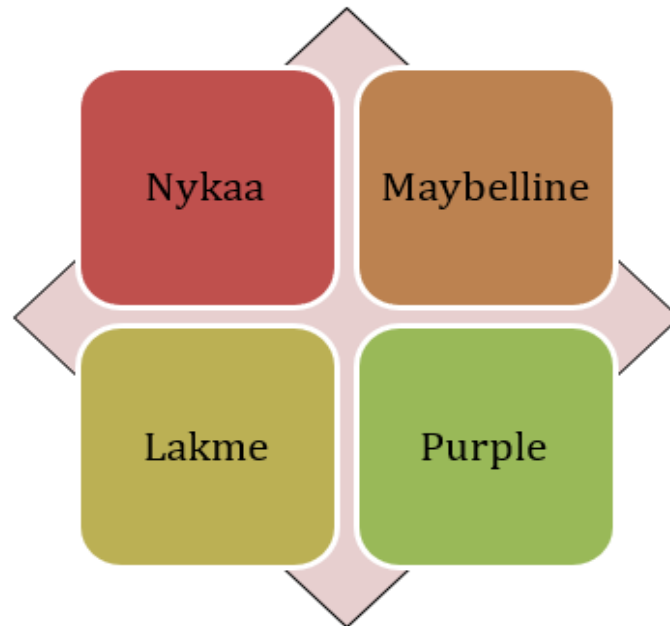
Overall, Vineeta Singh represents a successful example of an Indian woman entrepreneur who has been able to build a successful business in a highly competitive industry. Her leadership and vision have been instrumental in the growth and success of Sugar Cosmetics, and she is widely regarded as a role model for other women entrepreneurs in India.

### **GROWTH OF THE COMPANY**

Sugar Cosmetics has experienced significant growth since its founding in 2015. The brand has quickly become one of the leading makeup brands in India and has a loyal following of customers across the country. Some of the key factors driving the growth of Sugar Cosmetics include:

1. **Focus on innovation:** Sugar Cosmetics has been able to differentiate itself from other makeup brands in India by focusing on innovation and product quality. The brand is known for its high-pigment, long-lasting makeup products that are suitable for a variety of skin tones and types.
2. **Social media marketing:** Sugar Cosmetics has been successful in leveraging social media platforms such as Instagram and YouTube to reach a wider audience and build a strong community of followers. The brand has developed a reputation for creating engaging content and partnering with influencers and beauty bloggers to create a buzz around its products.

3. **Affordable pricing:** Sugar Cosmetics has positioned itself as an affordable alternative to high-end makeup brands, making its products accessible to a wider audience of consumers in India.



**Figure 2:** Competitors of Sugar Cosmetics

*Source:* The Author

## CONSUMER REVIEWS & EXPERIENCE

Sugar Cosmetics has received generally positive reviews from customers in India. Here are some examples of customer feedback on Sugar Cosmetics products:

1. **Lipsticks:** Customers have praised the brand's lipsticks for their high pigment, long-lasting wear, and comfortable formulas. Many customers have also commented on the wide range of shades available, which cater to a variety of skin tones and preferences.
2. **Eye Makeup:** Sugar Cosmetics' eye makeup products, such as eyeliner and mascara, have received positive reviews for their ease of application and long-lasting wear.
3. **Face Makeup:** Customers have also praised Sugar Cosmetics' face makeup products, such as the foundation and concealer, for their lightweight feel and natural-looking finish.

4. **Nail Polish:** Customers have generally been satisfied with the brand's nail polishes, which come in a range of shades and finishes.

Overall, customers appreciate Sugar Cosmetics' focus on innovation, affordability, and quality, and many have commented on the brand's commitment to using vegan and cruelty-free ingredients. However, some customers have noted that the brand's products may not work for everyone, and that the shade range for some products could be expanded.

### **CONCLUSION & DISCUSSION**

In conclusion, Sugar Cosmetics is a rapidly growing Indian makeup brand that has carved out a niche for itself by focusing on innovation, affordability, and quality. The brand's commitment to using vegan and cruelty-free ingredients has resonated with environmentally conscious consumers, while its wide range of shades and formulas cater to a variety of skin tones and types. Under the leadership of co-founder and CEO Vineeta Singh, Sugar Cosmetics has become one of the most popular makeup brands in India and has developed a loyal following of customers across the country. The brand's success can be attributed to its ability to differentiate itself from other makeup brands in India through its focus on innovation, marketing, and affordable pricing.

Overall, Sugar Cosmetics represents a successful example of an Indian beauty brand that has been able to compete with global giants in the cosmetics industry. As the brand continues to expand into new markets and product categories, it is likely to continue to be a major player in the Indian beauty industry for years to come.

**JETSETGO: A PRIVATE JET AND HELICOPTER CHARTER COMPANY****Dr. Khushbu Khurana and Ananya Sharma****ABOUT THE ORGANIZATION**

There is a company called "JetSetGo" based in India that provides private jet and helicopter charter services. They offer a range of services including air charter, aircraft management, and aviation consultancy. JetSetGo was founded in 2013 with the aim of making private air travel more accessible and affordable to a wider range of customers in India. The company has been recognized for its innovative business model and has won several awards for its services. However, it's worth noting that there may be other companies with similar names or services in different parts of the world.

The mission of JetSetGo is to make private air travel more accessible, affordable, and convenient for people in India. The company aims to provide a seamless and hassle-free experience for its customers by offering a range of services including air charter, aircraft management, and aviation consultancy. JetSetGo also places a strong emphasis on safety and security, and has implemented a number of measures to ensure that its operations meet the highest industry standards. In addition, the company is committed to reducing its environmental footprint by promoting sustainable practices in its operations. Overall, JetSetGo's mission is to transform the private aviation industry in India by providing innovative solutions and exceptional service to its customers



*Source:* <https://yourstory.com/companies/jetsetgo>

## **ABOUT THE FOUNDER**

Kanika Tekriwal is an Indian entrepreneur and the founder of JetSetGo, a private jet and helicopter charter company based in India. She founded the company in 2013 at the age of 27, after overcoming a serious illness that left her bedridden for several years. Despite the challenges she faced, Tekriwal was determined to pursue her passion for aviation and create a more accessible and affordable private air travel industry in India.

Under Tekriwal's leadership, JetSetGo has grown rapidly and become one of the leading private aviation companies in India. The company has been recognized for its innovative business model and has won several awards for its services. Tekriwal herself has also been recognized for her entrepreneurial achievements, and has been featured in various publications and forums for her contributions to the aviation industry.

In addition to her work with JetSetGo, Tekriwal is also involved in various initiatives related to women's empowerment and entrepreneurship in India. She is a frequent speaker at conferences and events, where she shares her experiences and insights on topics such as leadership, innovation, and overcoming adversity.

## **GROWTH OF THE COMPANY**

JetSetGo has grown rapidly since its founding in 2013, and has established itself as a leading private aviation company in India. The company has expanded its operations to include air charter, aircraft management, and aviation consultancy services, and has served a diverse range of customers including business executives, celebrities, and government officials. JetSetGo has also been recognized for its innovative business model and exceptional customer service, and has won several awards for its services. In addition, the company has been actively pursuing sustainable practices in its operations, and has implemented a number of initiatives to reduce its environmental footprint.

Overall, JetSetGo's growth and success can be attributed to its focus on providing innovative solutions, exceptional service, and a seamless customer experience in the private aviation industry in India.

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## **CONSUMER REVIEWS & EXPERIENCE**

There are several online platforms where customers have shared their reviews and feedback about their experiences with JetSetGo. Here are a few examples:

JetSetGo has a 4.8-star rating out of 5 on Trustpilot, based on more than 600 reviews. Customers have praised the company's professionalism, punctuality, and exceptional service. On Google Reviews, JetSetGo has a 4.7-star rating out of 5, based on more than 350 reviews. Customers have appreciated the company's attention to detail, flexibility, and personalized approach to customer service. JetSetGo has a 4.7-star rating out of 5 on Facebook, based on more than 200 reviews. Customers have praised the company's efficiency, transparency, and responsiveness.

Overall, the reviews for JetSetGo are overwhelmingly positive, with customers commending the company for its exceptional service, attention to detail, and commitment to customer satisfaction.

## **CONCLUSION & DISCUSSION**

In conclusion, JetSetGo is a private jet and helicopter charter company based in India that has established itself as a leader in the private aviation industry in the country. The company was founded by Kanika Tekriwal with the aim of making private air travel more accessible, affordable, and convenient for people in India. Since its founding in 2013, JetSetGo has grown rapidly and has expanded its services to include air charter, aircraft management, and aviation consultancy. The company has been recognized for its innovative business model, exceptional customer service, and commitment to safety and sustainability. It has won several awards and has received overwhelmingly positive reviews from its customers.

Overall, JetSetGo's success can be attributed to its focus on providing innovative solutions, exceptional service, and a seamless customer experience in the private aviation industry in India. With its commitment to excellence and customer satisfaction, JetSetGo is poised to continue its growth and leadership in the years to come.

## LE 15 PATISSERIES: A PARISIAN STYLE CULINARY EXPERIENCE IN INDIA

**Ms. Pooja Tripathi and Ananya Sharma**

### ABOUT THE ORGANIZATION

Le15 Patisserie is a Mumbai-based pastry shop and cafe that specializes in French-inspired desserts and baked goods. The company was founded in 2010 by pastry chef Pooja Dhingra, who trained at Le Cordon Bleu in Paris, and has since grown to become one of the most popular patisseries in Mumbai. Le15 Patisserie's menu includes a variety of classic French desserts such as macarons, éclairs, and tarts, as well as cakes, cookies, and other baked goods. The company is known for its high-quality ingredients and attention to detail, with each dessert handcrafted and made with the finest ingredients.

In addition to its retail operations, Le15 Patisserie also offers customized cakes and desserts for weddings, birthdays, and other special occasions. The company has also expanded its operations to include a cafe, where customers can enjoy a range of desserts, drinks, and light bites in a cozy and welcoming atmosphere. Overall, Le15 Patisserie has earned a reputation for its exceptional desserts, high-quality ingredients, and attention to detail, and has become a go-to destination for pastry lovers in Mumbai.

Le15 Patisserie offers a wide range of French-inspired desserts and baked goods, including:

1. **Macarons:** Le15 Patisserie is famous for its macarons, which come in a variety of flavors such as salted caramel, rose, chocolate, and more.
2. **Éclairs:** Le15 Patisserie's éclairs are made with choux pastry and filled with flavored cream or custard. They come in a range of flavors such as vanilla, chocolate, raspberry, and more.



3. **Tarts:** Le15 Patisserie's tarts are made with buttery pastry crusts and filled with fresh fruits or flavored creams. They come in a variety of flavors such as lemon, chocolate, blueberry, and more.
4. **Cakes:** Le15 Patisserie offers a range of cakes for all occasions, including birthdays, weddings, and other special events. Their signature cake is the Dark Belgian Chocolate Cake, which is made with rich chocolate and layered with chocolate ganache.

Overall, Le15 Patisserie's range of products is carefully crafted and made with the finest ingredients, and has earned the company a reputation for exceptional quality and taste.



Source: <https://in.pinterest.com/pin/333266441165993173/>

### **ABOUT THE FOUNDER**

Pooja Dhingra is a pastry chef and entrepreneur based in Mumbai, India. She is the founder of Le15 Patisserie, a French-inspired pastry shop and cafe that has become one of the most popular patisseries in Mumbai since its founding in 2010.

Dhingra studied at Le Cordon Bleu in Paris, where she honed her skills in French pastry and baking. After returning to Mumbai, she founded Le15 Patisserie with the goal of bringing the taste of French desserts to India. The company has since grown rapidly and has expanded to include a cafe and a range of customized cakes and desserts for weddings and other special events.

In addition to her work with Le15 Patisserie, Dhingra is also a cookbook author and a frequent speaker on entrepreneurship and leadership. She has been featured in several publications, including The New York Times, Forbes, and Vogue, and has won several awards for her contributions to the food and hospitality industry in India.

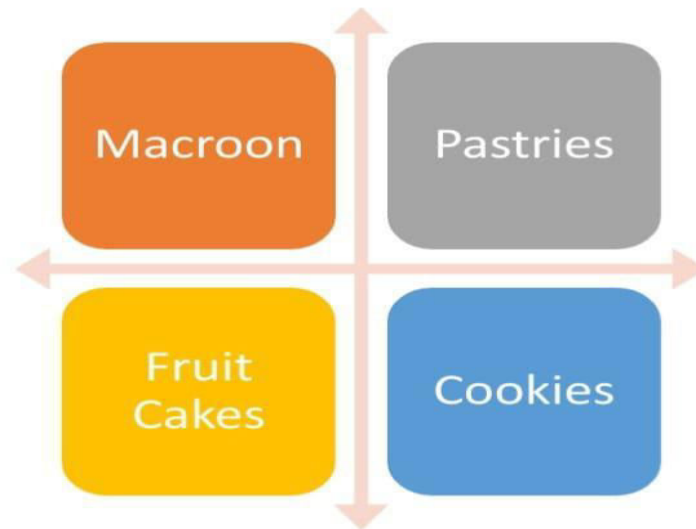
Overall, Dhingra is a talented pastry chef and entrepreneur who has brought the taste of French desserts to India through her work with Le15 Patisserie. Her passion for baking and entrepreneurship has inspired many others to follow in her footsteps, and she continues to be a role model for aspiring chefs and business owners in India and beyond.

### **GROWTH OF THE COMPANY**

Le15 Patisserie has experienced impressive growth since its founding in 2010. Here are a few examples of the company's growth and expansion:

1. Retail Outlets: Le15 Patisserie has expanded its retail operations to include multiple outlets in Mumbai, including its flagship store in Colaba and cafes in Bandra and Lower Parel.
2. Customized Cakes: Le15 Patisserie offers customized cakes and desserts for weddings, birthdays, and other special occasions. This has helped the company expand its customer base and attract more high-end clients.
3. Online Sales: Le15 Patisserie has also expanded its reach through online sales, with a website that allows customers to order cakes, macarons, and other desserts for delivery throughout India.

Overall, Le15 Patisserie has grown from a single pastry shop to a well-known brand with multiple outlets, customized cake services, online sales, cooking classes, and cookbook publications. This growth can be attributed to the company's commitment to high-quality ingredients, exceptional taste, and creative marketing strategies.



Types of Desserts at Le15 Patisserie

Source: The Author

### **CUSTOMER REVIEWS & EXPERIENCE**

Customers of Le15 Patisserie generally report a positive experience, which is characterized by delicious desserts, friendly staff, and a welcoming atmosphere. Here are a few key aspects of the customer experience at Le15 Patisserie:

1. **High-quality desserts:** Customers appreciate the quality of the desserts at Le15 Patisserie. They are made using high-quality ingredients, and the flavors are creative and unique. Desserts range from classic French pastries like croissants and eclairs to more exotic treats like macarons and French-style cheesecake.
2. **Friendly staff:** Customers often comment on the friendly and welcoming staff at Le15 Patisserie. They are knowledgeable about the products and happy to answer questions and make recommendations. Many customers appreciate the personal touch, such as remembering their regular order or taking the time to chat with them.
3. **Inviting atmosphere:** Le15 Patisserie has a cozy and inviting atmosphere, with comfortable seating and a pleasant decor. Customers appreciate the relaxed atmosphere, which makes it a great place to enjoy a coffee and a pastry, catch up with friends, or work on a laptop.

### **Some of Personalized Customer Reviews of Le 15 Patisserie Are**

"The macarons at Le15 Patisserie are amazing! They're the best I've ever had, and I've tried macarons all over the world. The flavors are creative and delicious, and the texture is perfect." - Rachel, Mumbai

1. "I ordered a customized cake from Le15 Patisserie for my daughter's birthday, and it was absolutely stunning. The design was exactly what I wanted, and the taste was even better. Everyone at the party loved it." - Anjali, Mumbai

Overall, customers enjoy the high-quality desserts, friendly staff, and inviting atmosphere at Le15 Patisserie. The company's commitment to using the best ingredients and creating unique flavor combinations has helped it develop a loyal customer base, and many people return again and again for their favorite treats.

### **CONCLUSION & DISCUSSION**

In conclusion, Le15 Patisserie is a well-established pastry shop in Mumbai, India, founded by pastry chef Pooja Dhingra. The shop offers a wide range of high-quality desserts, including macarons, croissants, cakes, tarts, and other French-style pastries. The company is committed to using high-quality ingredients, creating unique flavor combinations, and offering personalized service to its customers. The business has experienced significant growth since its founding in 2010, expanding to multiple locations and developing a loyal customer base. Overall, Le15 Patisserie has received consistently positive reviews for its delicious desserts, exceptional customer service, and welcoming atmosphere. It has established itself as one of the top pastry shops in Mumbai and a must-visit destination for anyone with a sweet tooth.

## STAR NEWS: THE FIRST WOMAN IN INDIA'S TELEVISION BUSINESS

Ms. Roli Wadhwa and Ananya Sharma

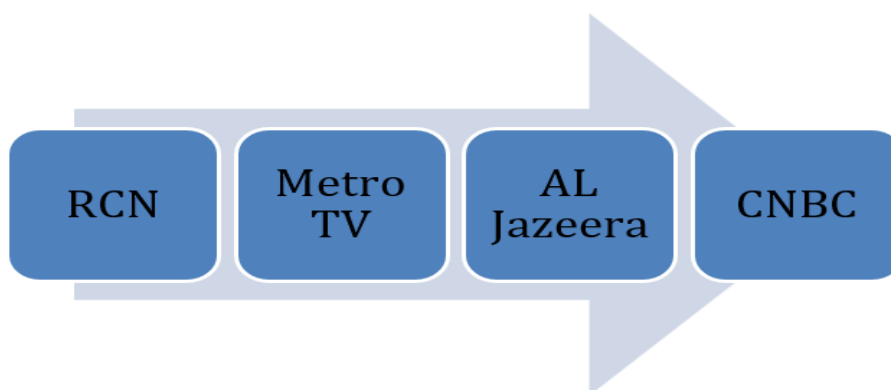
### ABOUT THE ORGANIZATION

Star News is an Indian Hindi-language news channel owned by Star India, a subsidiary of The Walt Disney Company India. It was launched in 1998 and has since become one of the most popular news channels in India. Star News covers a wide range of news topics, including politics, business, entertainment, sports, and international news. The channel has a team of experienced journalists and reporters who provide accurate and unbiased news coverage. In addition to its television broadcasts, Star News also has an online presence, with a website and mobile app that provide the latest news updates and live streaming of its television programming. Overall, Star News is a trusted source of news and information for millions of viewers in India and around the world.

The mission of Star News is to provide accurate and unbiased news coverage to its viewers. The channel aims to deliver news and information that is relevant, timely, and insightful, covering a wide range of topics that are of interest to its viewers. Star News is committed to upholding the highest standards of journalism, and strives to present news in an ethical and responsible manner. The channel aims to be a trusted source of news and information for its viewers, helping them to stay informed and engaged with the world around them. In addition, Star News aims to provide a platform for diverse voices and perspectives, fostering a free and open exchange of ideas and opinions. Overall, the mission of Star News is to inform, educate, and empower its viewers, helping them to make informed decisions and contribute to a better society.



Source: [https://logos.fandom.com/wiki/ABP\\_News](https://logos.fandom.com/wiki/ABP_News)



**Figure 1:** Competitors of Star News which is presently ABP TV

*Source:* The Author

### **ABOUT THE FOUNDER**

Raveena Raj Kholi, was the president and chief executive officer of Chanel 9, she is one of the most prominent media personalities of India. She was appointed as the President of Star news Channel, to transition its break from NDTV. Before that, Australian media tycoon, Kerry Packer chose her to head Channel Nine in India. Prior to Channel 9, Ravina was Senior Vice President Programming and Marketing for Sony Entertainment Television after her return from Singapore as Executive Creative Director of CR and Grey Advertising. She is also the founder and Executive Director of JobCorp Company which is dedicated for empowerment of women.

Ravina Raj Kohli was born in New Delhi, India. Her family and schooling details will be updated soon. She finished her bachelor's degree in psychology, Economics and Literature at Bangalore University. She has nearly 24 years' experience in the television and radio broadcasting, advertising, filming and journalism field. Ravina Raj Kohli has recognised as one of the pioneers of Indian television programming and she is the first women CEO of the Indian television industry. From the year 2008 to 2010, she travelled across 14 Muslim-majority countries for researching and learning about their lifestyle, social needs and opportunities. She was also appointed as a President of Star News Channel after its break from NDTV. Later the Australian media tycoon Kerry Packer has selected her as a head of Channel Nine in India. In her career, she won many awards in television, radio broadcasting and also as a creative head in advertising.

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## **GROWTH OF THE COMPANY**

Star News is a Hindi news channel that was launched in India in 1998. It was later rebranded as ABP News in 2012. The growth of Star News can be attributed to several factors, including:

1. **Quality Content:** Star News focused on delivering quality news content to its viewers. They covered a wide range of topics and provided in-depth analysis of the news stories. This helped them attract a loyal audience base.
2. **Wide Coverage:** Star News had a wide coverage area and provided news coverage from across India and the world. This helped them reach a large audience base.
3. **Innovation:** Star News was one of the first news channels in India to adopt new technologies like live broadcasting, breaking news alerts, and 24-hour news coverage. This helped them stay ahead of the competition and attract more viewers.
4. **Strong Marketing:** Star News had a strong marketing strategy and invested heavily in promoting their channel through various mediums like print, outdoor, and television advertisements. This helped them build brand awareness and attract more viewers.

Overall, the growth of Star News can be attributed to a combination of quality content, wide coverage, innovation, and strong marketing.

## **CUSTOMER REVIEWS & EXPERIENCE**

Star News, now known as ABP News, has a reputation for being a reliable and trustworthy source of news in India. Many viewers appreciate the channel's in-depth coverage of current events, as well as their commitment to reporting on issues that affect people's lives. At the same time, like any news channel, ABP News has faced criticism and negative feedback from some viewers. Some people have accused the channel of biased reporting or sensationalism, while others have complained about the quality of the reporting or the tone of the news anchors.

Overall, customer reviews of Star News/ABP News are likely to be mixed, with some viewers praising the channel's journalistic standards and others finding fault with certain aspects of its coverage.

## **CONCLUSION & DISCUSSION**

In conclusions of news stories depend on the specific topic and events being covered. It is important to read and analyze news from multiple sources to get a well-rounded understanding of a particular issue or event. Additionally, it's essential to be critical of the sources of the news and ensure that they are reliable and trustworthy.



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**KALAARI CAPITAL: AN INDIAN EARLY-STAGE VENTURE CAPITAL  
FIRM**

**Ms. Shanu Jain and Ananya Sharma**

**ABOUT THE ORGANIZATION**

Kalaari Capital is an early-stage venture capital firm based in Bangalore, India, and was founded in 2006 by Vani Kola. The firm primarily invests in technology startups in India, across sectors such as e-commerce, software as a service (SaaS), mobile, and healthcare. Kalaari Capital typically invests in startups in their seed, early, and growth stages. Some of the notable companies in Kalaari's portfolio include Myntra, Urban Ladder, CureFit, and Dream11.

Kalaari Capital's mission is to help entrepreneurs build and grow disruptive, category-leading companies. The firm aims to provide early-stage startups with the resources and support they need to scale their businesses and become market leaders. Kalaari Capital believes that by backing innovative and passionate entrepreneurs, it can create significant value for its investors while also contributing to the growth of India's startup ecosystem. Additionally, the firm is committed to promoting diversity and inclusion in the technology industry and seeks to support startups founded by underrepresented groups.



Source: <https://www.purplequarter.com/>

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## **ABOUT THE FOUNDER**

Vani Kola is an Indian entrepreneur and venture capitalist. She is the founder and Managing Director of Kalaari Capital, an early-stage venture capital firm based in Bangalore, India. Prior to starting Kalaari Capital, Vani Kola co-founded RightWorks, an e-procurement software company, and Certus Software, a provider of application integration solutions. She also served as the Managing Director of Intel Capital India, where she led investments in companies such as Flipkart, Snapdeal, and Makemytrip.

Vani Kola is widely regarded as one of India's leading venture capitalists and has been recognized with several awards and honors, including the NITIE Alumni Award for Entrepreneurial Excellence, the Economic Times Women Ahead Award, and the Forbes Midas List of Top 100 Venture Capitalists. She is also an advocate for women's empowerment and entrepreneurship, and has been actively involved in initiatives aimed at promoting diversity and inclusion in the Indian startup ecosystem.

## **GROWTH OF THE COMPANY**

Kalaari Capital has experienced significant growth since its inception in 2006. The firm has established itself as one of the leading early-stage venture capital firms in India, and has made investments in more than 100 startups across sectors such as e-commerce, fintech, healthcare, and consumer internet.

In recent years, Kalaari Capital has expanded its team and increased its focus on seed and early-stage investments. The firm has also launched various initiatives aimed at supporting and mentoring startups, such as:

- Kstart, an accelerator program for early-stage startups
- Kstart Seed Fund, a seed-stage investment fund.

In addition, Kalaari Capital has made several successful exits from its portfolio companies, including the acquisition of the following:

- Myntra by Flipkart,
- The IPOs of companies such as Snapdeal, Urban Ladder, and Indigo Paints.

Overall, Kalaari Capital's track record of successful investments and exits, combined with its commitment to promoting entrepreneurship and diversity in the Indian startup ecosystem, has contributed to its growth and success over the years

### **CONSUMER REVIEWS & EXPERIENCE**

As a venture capital firm, Kalaari Capital does not have customers in the traditional sense. However, the firm's portfolio companies and entrepreneurs who have received funding and support from Kalaari Capital have shared their experiences and opinions about the firm.

Many of Kalaari Capital's portfolio companies have praised the firm for its support and guidance in building and scaling their businesses. For example, Myntra's co-founder and CEO, Mukesh Bansal, has spoken highly of Kalaari Capital's role in the company's growth and success, stating that the firm provided not only financial support but also strategic advice and operational expertise. Other entrepreneurs who have received funding from Kalaari Capital have also noted the firm's focus on long-term partnerships and its willingness to support startups through multiple rounds of funding.

However, as with any venture capital firm, there may also be entrepreneurs who have had negative experiences with Kalaari Capital, such as disagreements over investment terms or differing views on strategy. It is important for entrepreneurs to thoroughly research and evaluate any potential investors before entering into partnerships with them.

### **CONCLUSION & DISCUSSION**

In conclusion, Kalaari Capital is an established early-stage venture capital firm based in Bangalore, India. The firm has a strong track record of investing in innovative startups and providing them with the resources and support needed to grow and succeed. Kalaari Capital has made investments in over 100 startups across sectors such as e-commerce, fintech, healthcare, and consumer internet, and has had successful exits through acquisitions and IPOs. Additionally, the firm has launched various initiatives aimed at supporting and mentoring startups, including Kstart, an accelerator program for early-stage startups, and Kstart Seed Fund, a seed-stage investment fund.

While Kalaari Capital has received positive reviews from many of its portfolio companies and entrepreneurs, it is important to note that as with any venture capital firm, there may be different experiences and opinions among entrepreneurs. Overall, Kalaari Capital's focus on long-term partnerships, commitment to promoting diversity and inclusion in the startup ecosystem, and track record of successful investments and exits make it a significant player in the Indian venture capital landscape.

## **CASHKARO: THE LARGEST CASHBACK AND COUPON SITE IN INDIA**

**Mr. Bhupinder Singh and Ananya Sharma**

### **ABOUT THE ORGANIZATION**

CashKaro.com is a cashback and coupon website based in India. It was founded in 2013 by Swati and Rohan Bhargava. The website offers cashback and coupons for a wide range of online shopping websites and services, including Amazon, Flipkart, Myntra, and many others.

Users can sign up for a free account on CashKaro.com and browse through the available deals and cashback offers. When they click through to the merchant website from CashKaro.com and make a purchase, they earn cashback in their CashKaro account. Once the cashback amount reaches a certain threshold, users can transfer it to their bank account.

CashKaro.com also offers a refer-a-friend program where users can earn a commission for referring their friends to the website. The website has over 5 million members and has partnered with more than 1,500 merchants.

The mission of CashKaro.com is to help online shoppers save money on their purchases through cashback and coupon offers. The website aims to be a one-stop-shop for all online shopping needs and provide its users with the best deals and discounts available across a wide range of categories. In addition to helping its users save money, CashKaro.com also aims to help online merchants grow their businesses by driving traffic to their websites and increasing their sales. By offering cashback and coupon deals, CashKaro.com incentivizes shoppers to make purchases from its merchant partners, which can help these businesses reach new customers and increase their revenue.

Overall, CashKaro.com's mission is to create a win-win situation for both online shoppers and merchants by providing a platform that facilitates mutually beneficial transactions.

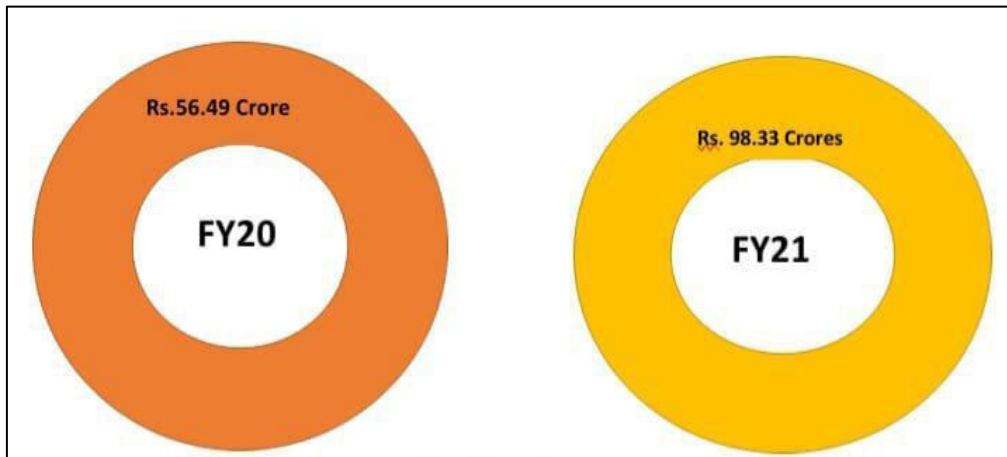


Source: <https://startuptalky.com/cashkaro-success-story/>

### **ABOUT THE FOUNDER**

Swati Bhargava is an Indian entrepreneur and co-founder of CashKaro.com. She launched CashKaro.com in 2013 with her husband Rohan Bhargava, with the aim of creating a platform that would help Indian online shoppers save money through cashback and coupons.

Prior to starting CashKaro.com, Swati worked in the UK as a senior marketing professional for companies like Goldman Sachs, Play.com, and Experian. Her experience in the UK's affiliate marketing industry inspired her to launch CashKaro.com in India, with a focus on providing cashback and coupon offers to Indian online shoppers. In recognition of her entrepreneurial achievements, Swati has received several awards and accolades, including the Business Today's Most Powerful Women in Business award in 2019 and the Entrepreneur of the Year award at the Indian Retail & E-Retail Awards in 2017. She is also a regular speaker at industry events and conferences, where she shares her insights on entrepreneurship, marketing, and e-commerce.



Revenue of Cashkaro in 2020 &2021

Source: Company's Website: Cashkaro.com

### **GROWTH OF THE COMPANY**

CashKaro.com has experienced significant growth since its launch in 2013. The company has grown its user base to over 5 million members, and has partnered with more than 1,500 online merchants in India.

CashKaro.com's growth can be attributed to several factors, including its innovative business model that incentivizes online shoppers to make purchases through its platform by offering cashback and coupon deals. This has helped the company attract a large number of users who are looking to save money on their online purchases. The company's growth has also been fueled by its strategic partnerships with leading online retailers, such as Amazon, Flipkart, and Myntra, which has helped it expand its reach and offer more deals and discounts to its users.

CashKaro.com has also been successful in raising funding from investors, including Kalaari Capital, which has provided the company with the resources it needs to continue to grow and expand its offerings.

Overall, CashKaro.com's growth has been driven by its innovative business model, strategic partnerships, and commitment to providing its users with the best deals and discounts available in the Indian online shopping market.

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## **CUSTOMER REVIEWS & EXPERIENCE**

Customer reviews of CashKaro.com are generally positive, with many users praising the platform for its ability to help them save money on their online purchases. Many users appreciate the wide range of cashback and coupon offers available on the platform, and find it easy to navigate and use. Users also appreciate the transparency of the platform, with many stating that they receive their cashback promptly and without any issues. Some users have also praised CashKaro.com's customer support, with many stating that the company is responsive and helpful in resolving any issues or concerns they may have.

However, there are also some negative reviews of CashKaro.com, with some users stating that they have had issues with the platform not tracking their purchases correctly or not receiving their cashback. There have also been some complaints about the customer support, with some users stating that they have had difficulty getting their issues resolved.

Overall, the majority of customer reviews of CashKaro.com are positive, with many users finding the platform to be a useful tool for saving money on their online purchases. However, as with any online platform, there are also some negative reviews and users should exercise caution when using the platform and ensure that they understand the terms and conditions of any cashback or coupon offer before making a purchase.

## **CONCLUSION & DISCUSSION**

In conclusion, CashKaro.com is a popular online cashback and coupon website based in India. The platform offers its users a wide range of cashback and coupon deals from more than 1,500 online merchants, including leading retailers such as Amazon, Flipkart, and Myntra.

CashKaro.com's innovative business model, strategic partnerships, and commitment to providing its users with the best deals and discounts available in the Indian online shopping market have helped it to grow rapidly since its launch in 2013. The platform has over 5 million members, and has received positive reviews from many of its users. While there have been some negative reviews of CashKaro.com, the majority of users



find the platform to be a useful tool for saving money on their online purchases. As with any online platform, users should exercise caution when using CashKaro.com and ensure that they understand the terms and conditions of any cashback or coupon offer before making a purchase.

Overall, CashKaro.com has established itself as a leading player in the Indian online shopping market, and its innovative business model and commitment to providing value to its users suggest that it is poised for continued growth in the future.

**POSIST: SAASNTHAT PROVIDES A CLOUD-BASED POINT OF SALE AND RESTAURANT MANAGEMENT SOLUTIONS**

**Mr. Swaraj Manchanda and Ananya Sharma**

**ABOUT THE ORGANIZATION**

Posist is a cloud-based restaurant management platform that provides a range of software solutions for restaurants, cafes, bars, and other food businesses. The platform offers a variety of features, including point-of-sale (POS) systems, inventory management, table reservations, online ordering, and analytics.

Posist's POS system is designed to streamline restaurant operations, with features like menu management, order taking, bill splitting, and payment processing. The platform also offers inventory management tools that allow restaurants to track their stock levels in real-time and optimize their supply chain management. In addition to its core features, Posist offers a range of add-ons and integrations that can help restaurants to manage their businesses more efficiently. For example, the platform integrates with leading food delivery aggregators like Swiggy and Zomato, making it easier for restaurants to manage their online orders.

Overall, Posist is a comprehensive restaurant management platform that offers a wide range of features and integrations designed to help restaurants optimize their operations and increase their profitability.

The mission of Posist is to provide a comprehensive restaurant management platform that helps food businesses optimize their operations, increase their profitability, and improve their customer experience. The platform is designed to help restaurants streamline their workflows, reduce costs, and improve their overall efficiency.

Posist's mission is to empower restaurants with the tools and insights they need to succeed in a highly competitive market. The platform offers a range of features and integrations that allow restaurants to manage everything from inventory and ordering to reservations and marketing. In addition to its core mission of providing a

comprehensive restaurant management platform, Posist is also committed to promoting innovation and entrepreneurship in the food industry. The platform has sponsored a number of food-related events and competitions, and works closely with food entrepreneurs to help them bring their ideas to life.



**Figure 1:** Competitors of Posist

*Source:* The Author

Overall, Posist's mission is to be a valuable partner to food businesses, providing them with the technology, tools, and expertise they need to succeed in a rapidly evolving industry.



*Source:* <https://www.posist.com/careers/>

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## **ABOUT THE FOUNDER**

Sakshi Tulsian is the co-founder and CEO of Posist, a cloud-based restaurant management platform based in India. Along with her husband and co-founder Ashish Tulsian, Sakshi launched Posist in 2012 with the goal of creating a comprehensive restaurant management platform that could help food businesses streamline their operations and increase their profitability. Under Sakshi's leadership, Posist has grown rapidly, expanding its customer base to over 10,000 restaurants across more than 20 countries. The platform has received numerous awards and accolades for its innovative technology, including being named the "Best Restaurant Management Software" at the Restaurant India Awards in 2018.

Sakshi is widely recognized as one of the leading female entrepreneurs in India, and has been featured in a number of publications, including Forbes India and Entrepreneur India. She is also an active mentor and advocate for women in entrepreneurship and has spoken at numerous events and conferences on the topic of women in leadership.

## **GROWTH OF THE COMPANY**

Since its launch in 2012, Posist has experienced rapid growth, expanding its customer base to over 10,000 restaurants across more than 20 countries.

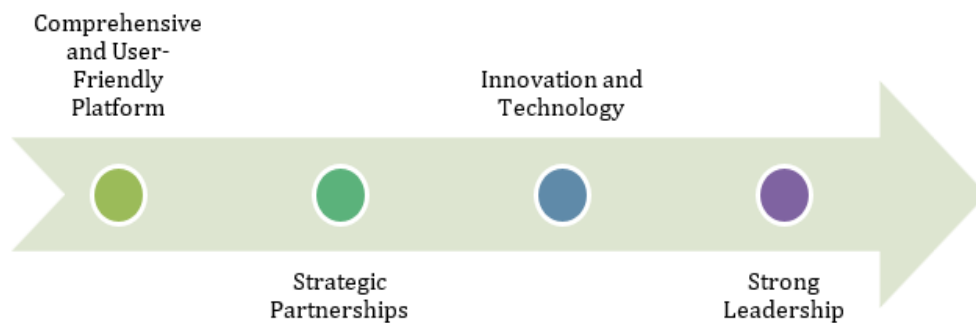
The platform's success can be attributed to several key factors:

1. **Comprehensive and User-Friendly Platform:** Posist offers a comprehensive and user-friendly restaurant management platform that is easy to use and tailored to meet the specific needs of food businesses. The platform offers a range of features and integrations that allow restaurants to manage everything from inventory and ordering to reservations and marketing.
2. **Strategic Partnerships:** Posist has formed strategic partnerships with leading food delivery aggregators like Swiggy and Zomato, making it easier for restaurants to manage their online orders and increase their visibility to potential customers.
3. **Innovation and Technology:** Posist has continuously invested in innovation and technology to stay ahead of the competition. The platform offers advanced analytics and reporting tools that help restaurants make data-driven decisions, and is

constantly introducing new features and integrations to improve its overall functionality.

4. **Strong Leadership:** Posist is led by a team of experienced and dedicated entrepreneurs, including co-founders Sakshi and Ashish Tulsian, who have a deep understanding of the restaurant industry and are committed to helping food businesses succeed.

**Figure 2:** Posist's success can be attributed to several key factors



*Source:* Author

Overall, Posist's strong focus on innovation, strategic partnerships, and user-friendly platform have helped it to establish itself as a leading player in the restaurant management software market and suggest that it is poised for continued growth in the future.

## CUSTOMER REVIEWS & EXPERIENCE

Posist has received generally positive consumer reviews for its restaurant management platform. Here are some of the key themes that emerge from consumer reviews:

1. **User-Friendly Platform:** Many customers praise Posist for its user-friendly platform, which they say is easy to use and navigate. Customers appreciate the platform's simple and intuitive interface, which makes it easy to manage everything from orders to inventory.
2. **Comprehensive Feature Set:** Posist's comprehensive feature set is also frequently cited as a key selling point. Customers appreciate the range of features and integrations available on the platform, including inventory management, reporting and analytics, and online ordering.

3. **Customer Support:** Posist's customer support team is often mentioned in positive reviews, with customers saying that they are responsive and helpful. Many customers appreciate the platform's live chat support, which allows them to quickly get help when they need it.
4. **Integration with Delivery Aggregators:** Posist's integration with leading food delivery aggregators like Swiggy and Zomato is also frequently cited as a key benefit by customers. This integration allows restaurants to manage their online orders more efficiently and increase their visibility to potential customers.

Overall, Posist's customer reviews suggest that the platform is well-regarded by users for its ease of use, comprehensive feature set, and strong customer support.

## CONCLUSION & DISCUSSION

In conclusion, Posist is a cloud-based restaurant management platform that has experienced rapid growth since its launch in 2012. The platform is designed to help food businesses streamline their operations, reduce costs, and improve their overall efficiency. Posist offers a range of features and integrations that allow restaurants to manage everything from inventory and ordering to reservations and marketing.

Posist's success can be attributed to several key factors, including its comprehensive and user-friendly platform, strategic partnerships with leading food delivery aggregators, investment in innovation and technology, and strong leadership. Additionally, consumer reviews of the platform are generally positive, with customers praising its user-friendly interface, comprehensive feature set, and strong customer support.

Overall, Posist appears to be well-positioned for continued growth in the restaurant management software market, and is likely to remain a key player in the industry for the foreseeable future.

**SALT: BANKING FIN-TECH VENTURE FOCUSED ON CROSS BORDER  
TRANSACTIONS AND COMPLIANCES**

**Ms. Priyanshi Jain and Ananya Sharma**

**ABOUT THE ORGANIZATION**

In order to understand what salt does, it is imperative to know about the cross border transactions. A cross-border transaction refers to a financial transaction that involves parties from different countries. When it comes to banking, cross-border transactions typically involve the transfer of funds between accounts held in different countries, or the exchange of currencies between different countries.

To facilitate cross-border transactions, banks typically use a variety of measures to ensure that the transaction is secure and that the funds are transferred correctly. One of these measures is to use salt to encrypt the transaction data.

Salt, which is a neo banking fin-tech venture which was established by Ankit Parasher and Udita Pal, helps businesses receive money from over 50 countries in six currencies. It provides a banking, documentation management, and workflow automation platform for exporters and importers (manufacturing and services) across India.



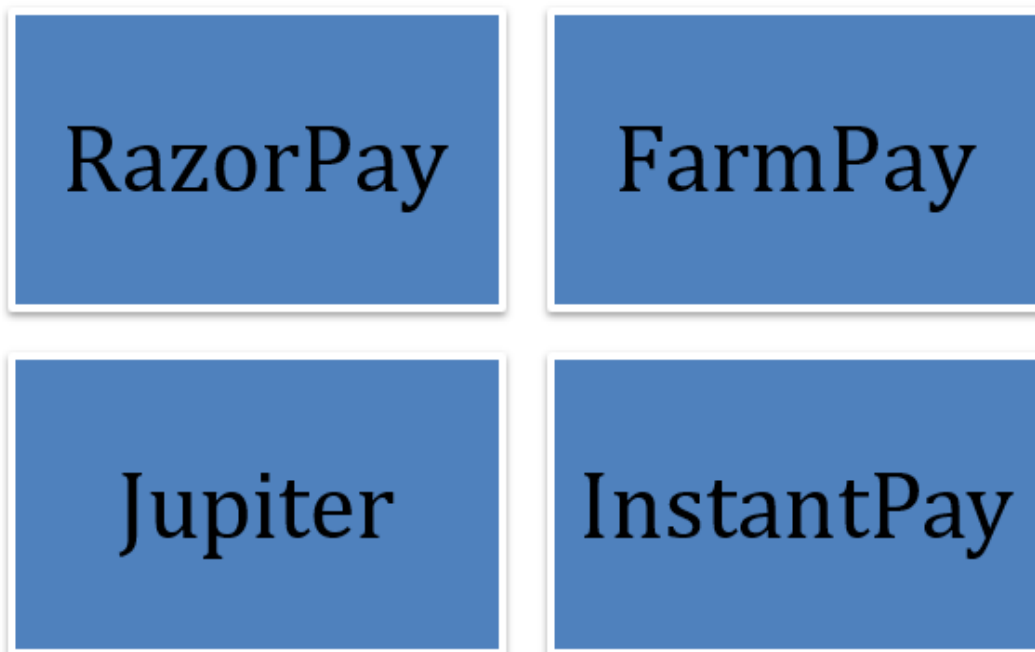
*Source:* <https://www.ycombinator.com/companies/salt#:~:text=Salt%20is%20a%20neo%20banking,automated%20end%20to%20end%20platform.>

**ABOUT THE FOUNDER**

Udita Pal, who co-founded salt, along with Ankit Parasher, is a journalist by degree and a marketer by profession. Udita, completed her degree in mass communication in 2017, she has worked in product growth, marketing, and brand as an early team member of Opentalk, Tapchief, and Manch. She has also worked with over 35 start-ups worldwide as a consultant and helped them scale from 0-1. She has past experience as a successful content creator, brand manager, and helping start-ups with fast and stable growth.

Since an early she was extremely passionate about and she published her first solo book at the tender age of 19years. She managed to build her brand with a following of over 200,000, distributed over multiple platforms.

Currently, she is building a cross-border payment BaaS (Banking as a service) called SALT. Salt is built for reducing complexities in the operational and banking experience of exporters. They provide a banking, documentation management, and workflow automation platform for exporters (manufacturing and services) across India. We're working toward turning an almost 1.3 trillion dollar industry smoother for Indians.



**Figure 1:** Alternatives to Salt

*Source:* Author



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## **GROWTH OF THE COMPANY**

The growth of neo banks has been significant in recent years, as more and more consumers are embracing digital banking and are looking for alternatives to traditional banks. Some of the key factors driving the growth of neo banks include:

### **1. Convenience**

Neo banks offer a more convenient and seamless banking experience compared to traditional banks. Customers can open an account, apply for loans, and manage their finances entirely online, without ever having to visit a physical branch.

### **2. Lower fees**

Neo banks often have lower fees than traditional banks, as they have lower overhead costs and don't have to maintain physical branches.

### **3. Personalization**

Neo banks use data and technology to personalize their offerings and provide tailored services to their customers. For example, they may offer personalized savings plans based on a customer's spending habits.

### **4. Innovation**

Neo banks are often more innovative than traditional banks, as they are not burdened by legacy systems and can adopt new technologies more quickly. For example, some neo banks offer budgeting tools and spending insights that are not available at traditional banks.

Overall, the growth of neo banks is expected to continue in the coming years, as more consumers become comfortable with digital banking and as traditional banks face increasing pressure to adapt to changing consumer preferences.

## **CUSTOMER REVIEWS & EXPERIENCE**

It is a very well established fact, how much difficulties a person has to encounter, while making a foreign transaction, since as a company knew those struggles and overcome the major issues faced by people. Two of the prominent ones were simplicity of use and client experience. Other than them the most inconvenient factors were time consumption and difficult regulations. For people to make cross border transaction was

extremely time taking and difficult as well as they have to stand in the long queues and follow a lengthy and a difficult process.

Salt helped people, in a huge way, by making cross border transaction so efficient and effective and a matter of just a few taps, it not only made everyone's life more convenient but also made the access to international or cross border transactions extremely easy and haphazard free.

### **CONCLUSION & DISCUSSION**

In conclusion, Salt was founded by udit Pal and Ankit Parasher in 2020, also known as digital banks or challenger banks, are a new generation of financial institutions that offer a range of banking services entirely online. Neo banks are becoming increasingly popular due to their convenience, lower fees, personalization, and innovation. However, as with any financial institution, it is important for consumers to conduct their own research and ensure that a neo bank is reputable and meets their needs before opening an account. This includes checking the regulatory status of a neo bank to ensure that it is licensed and supervised by the appropriate authorities, as well as considering factors such as fees, features, and customer service.

Overall, while the growth of neo banks is expected to continue in the coming years, it is important for consumers to make informed decisions and to carefully consider their options before choosing a neo bank or any other financial institution.

**MOOJIC: INNOVATIVE IN-STORE RADIO SERVICE FOR RETAIL STORE**

**Ms. Shirly Rex and Ananya Sharma**

**ABOUT THE ORGANIZATION**

Moojic is a music streaming and radio service that provides background music for businesses, such as restaurants, cafes, and retail stores. It offers a wide range of music genres and allows businesses to customize their playlists to suit their brand and customer base.

Moojic works by providing businesses with a digital music player that can be connected to their existing sound system. The player is preloaded with a selection of music curated by Moojic's team of DJs and can be controlled via a mobile app. One of the key benefits of Moojic is that it allows businesses to legally stream music in public places without violating copyright laws. This can help create a more engaging and enjoyable atmosphere for customers, which can lead to increased customer loyalty and sales.

Overall, Moojic is a useful tool for businesses that want to provide background music to enhance their customers' experiences. However, like any music service, it's important to ensure that it is licensed and that businesses comply with local copyright laws



*Source: <https://www.moojic.com/>*

**ABOUT THE FOUNDER**

Neha Behani, is the co-founder of Moojic, she is an established woman entrepreneur, based in Mumbai. She hails from a small village named Kishanganj in Bihar; she was

the first woman in her family to run her own business. Behani is an MBA graduate, who after completion of her studies, worked full time at Hewlett Packard, Singapore as a Product Manager. Later, along with her co-founder Kumaran Mahendran, Neha came up with the idea of Moojic, and both quit their jobs.

Currently Moojic holds a global reputation, with even Google's managing director as one of its investors. Neha Behani began her business with 20 outlets in India, currently standing at 20,000 outlets all around the globe. Also, planning to launch her company in countries like Singapore, Dubai and Malaysia.

### **GROWTH OF THE COMPANY**

Moojic is one of many companies that offer background music and radio services to businesses, and its unique features, such as customized playlists and mobile app control, may help it stand out in a crowded market.

Additionally, the COVID-19 pandemic has increased the demand for contactless solutions in various industries, including the music and entertainment industry. Many businesses have shifted to offering digital services, including background music, to reduce physical contact and minimize the risk of transmission.

Overall, the growth of the background music market for businesses, combined with the increasing demand for contactless solutions, may bode well for the growth of Moojic and similar companies in the coming years.

### **CUSTOMER REVIEWS & EXPERIENCE**

*In today's times, it is extremely vital to differentiate your brand with that of your competitors. Creating an environment which provides your customers with an experience that they can cherish their whole lives is the factor that can make your brand or company stand out from others. Moojic did the job for their customers, no matter if it is a salon, restaurant or anything, moojic will provide with a customized radio service and increase your customer's in-store experience, brand engagement and drive sales.*

*Moojic's customers are greatly satisfied from the results and the reviews of Moojic is motivating other brands to adopt for the same.*

## **CONCLUSION & DISCUSSION**

In conclusion, Moojic radio service is a music streaming and radio service that provides background music for businesses. It offers a range of music genres and allows businesses to customize their playlists to suit their brand and customer base. Moojic's unique features, such as customized playlists and mobile app control, may help it stand out in a crowded market. Moojic is a useful tool for businesses that want to provide background music to enhance their customers' experiences. It allows businesses to legally stream music in public places without violating copyright laws. Additionally, the COVID-19 pandemic has increased the demand for contactless solutions, including background music, and Moojic may be well-positioned to serve this market.

However, as with any service, it is important to read customer reviews and evaluate the service's features and pricing before making a decision. Moojic's success will depend on its ability to provide high-quality music and service to its customers while staying competitive in a crowded market.

## **RANG DE – A PEER-TO-PEER LEADING PLATFORM**

**Prof. (Dr.) Ravikant Swami and Muskan Sharma**

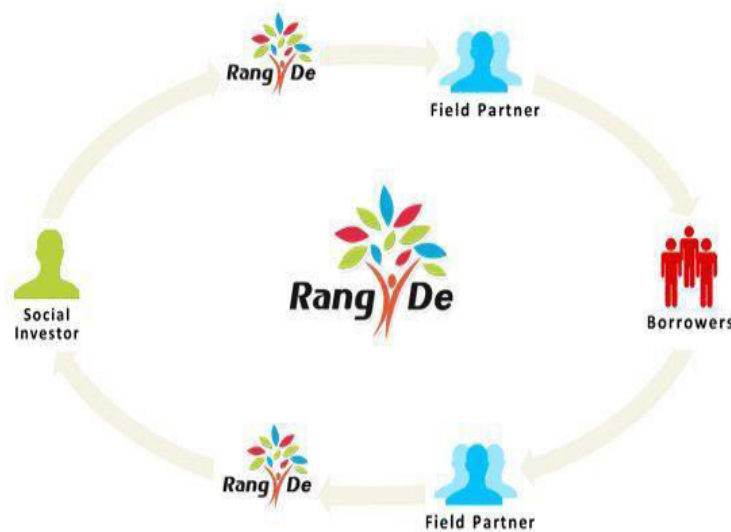
### **ABOUT THE ORGANIZATION**

Rang De is India's first and only peer-to-peer lending platform dedicated to providing unbanked communities with timely and affordable credit.

Creators pioneered social investing by allowing individuals to lend to unbanked farmers, artisans, and entrepreneurs in order to help them launch, sustain, and grow their businesses. The company's mission is to transform credit access and enable last-mile financial inclusion. Rang De is not a fund raising website. Rang De is a peer-to-peer lending platform regulated by the RBI. Individuals lend money to communities to help with their livelihood and education needs. Individuals who receive loans must repay them according to a predetermined repayment schedule. This may be withdrawn or reinvested. In contrast, a crowdfunding platform primarily raises donations and allows users to do the same for specific causes. Donation crowdfunding is unregulated and outside the purview of any regulator.

### **RANG DE'S MODEL**

A technology-driven platform for delivering low-cost credit via crowd-funding and peer-to-peer lending, utilizing a network of qualified "Impact Partners" to target borrowers from low-income underserved communities, particularly first-time borrowers.



Source: Drifting travellers

## ABOUT THE FOUNDERS

1. Smita ram: Rang De was shaped by Smita's belief in the power of civil society to influence change. She has a Master's Degree in social work and extensive experience working for social initiatives in both India and the United Kingdom.
2. Ram NK: Rang De's game-changing efforts to reduce the cost of credit earned Ram the Ashoka Fellowship in 2012. Ram worked as a Principal Consultant for Vignette Europe Limited before launching Rang De.

## THE GENESIS TO THE ORGANIZATION

While in Oxford, Ram and his wife Smita were considering several ideas for large-scale social change. When Muhammad Yunus and Grameen Bank in Bangladesh were awarded the Nobel Peace Prize in 2006 for their incredible work, they stumbled upon the concept of microcredit.

Microcredit was (and still is) one of the most powerful tools for making India a "developed" nation if used correctly. That's when Smita and Ram founded Rang De, a social peer-to-peer lending platform for India's 86% unbanked population.

In the past 14 years, they have provided microcredit to rural entrepreneurs at 4 to 8% interest p.a and have impacted thousands of lives. They mentioned on their page, "Our adventure has only just begun."

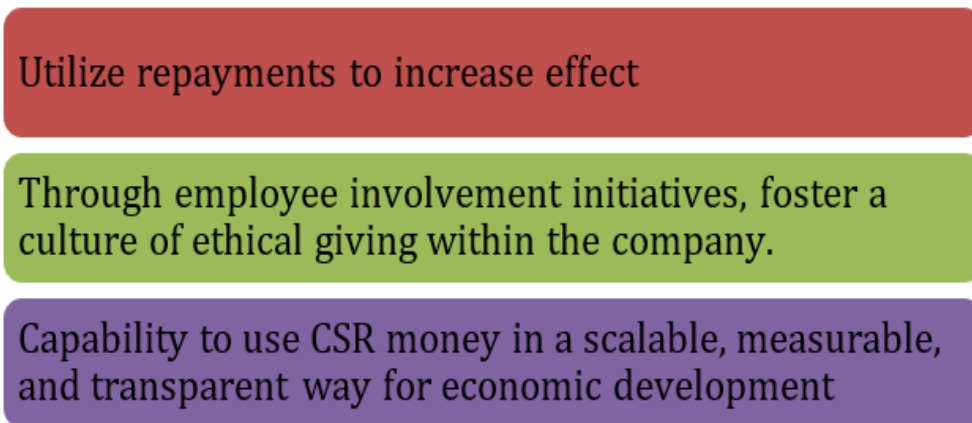
**THE ISSUE:**

In India, 92.3% of the populace lacks access to formal financial institutions' credit. (Source: MFI State of Sector report) then, how do you:

Reach the marginalized impoverished, especially first-time borrowers? Reduced financing costs so we can give them accessible microcredit?

The poorest of the poor have naturally been excluded as a result of the majority of MFIs' focus on scaling broad rather than deep.

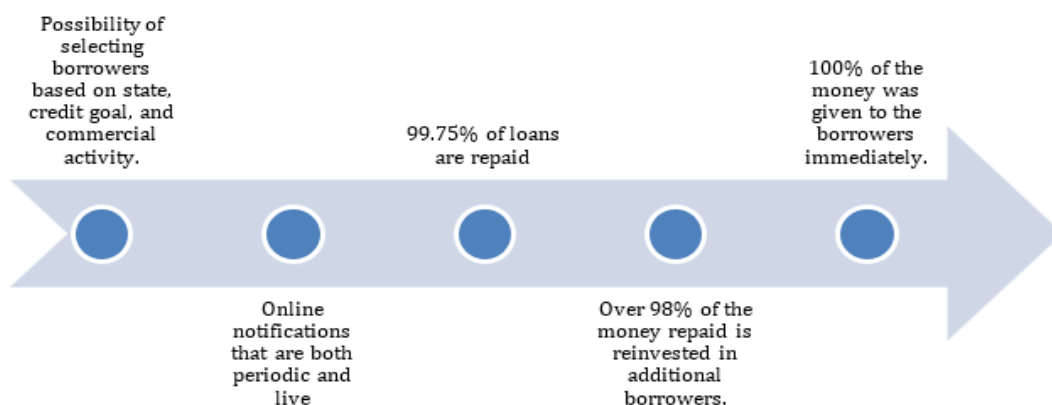
**CORPORATE PARTNERS**



**Figure 1:** Company’s model offers some of the benefits to the corporate partners

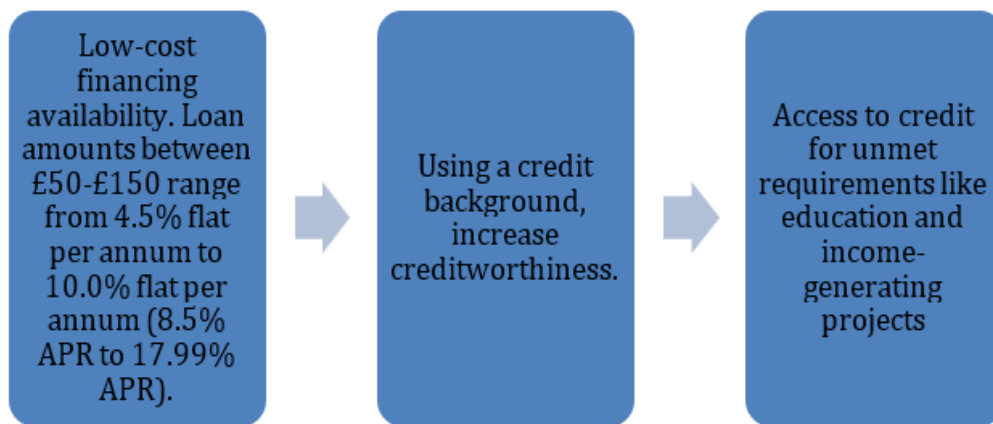
**THE MODEL PROVIDES**

**Figure 2:** The benefits for the investors



Source: Author



**Figure 3:** The benefits for the borrowers

*Source:* Author

### **RANG DE VS TRADITIONAL MICROFINANCE**

Rang De is a true not for profit institution, unlike an MFI. a social enterprise that works to sustain itself while maximizing its effect. Here's a brief dose of reality.

#### **MINIMUM INTEREST RATES**

- One of the lowest interest rates in the world, 10.0% per annum. (17.9% APR), is the flat rate at which borrowers obtain loans.

#### **Impact**

- The Rang De debtors are supported with all of the money.
- More than 50% of Rang De's clients are first-time customers.

#### **Sustainability**

- Online fundraising lowers financing costs
- Improvement of the Process Constantly
- a company with internal technological resources that is propelled by technology

#### **Transparency**

- The paperwork for Rang De is made available to the public.
- Our yearly reports, audit reports, borrower evaluations, financial statements, etc. are all available to the public.

## **CONCLUSION**

A hybrid emphasis is implemented by Rang De, a prosocial peer-to-peer lending platform, through two sorts of activities: digital work, which consists of Internet-based (i.e., online) clusters of acts, and fieldwork, which consists of offline clusters of actions. Its fieldwork operations are regularly mentioned in its digital work, which is primarily aimed at the supply-side audience (i.e., lenders). The fieldwork moments that Rang De's impact teams interact with borrowers in person are captured and shown digitally in the company's presentations. While its digital work articulates an investment opportunity for potential lenders and offers compelling evidence to back claims of good social impact, its fieldwork efforts demonstrate its prosocial perspective. Rang De, a socially conscious and locally rooted microfinance provider, spends a lot of time and money interacting with intermediaries and borrowers, but it rarely brings up the P2P lending platform.

The management of hybridity employs a "compartmentalization" or "separation" strategy, with the impact team doing fieldwork and the technology team overseeing web operations. Rang De intends to break free from the constraints of the current paradigm, illuminating a novel and unexplored paradigm for prosocial P2P.

## **EXPRESSEARTH DIGITAL SERVICES: TAKE CARE OF ALL YOUR TRAVEL NEEDS**

**Prof. (Dr.) Poorva Ranjan and Muskan Sharma**

### **ABOUT THE COMPANY**

ExpressEarth Encapsulate the end-to-end travel solution so you can obtain everything under one roof, from the research you do before your trip to when you go home.

ExpressEarth offers its consumers a special blend of simplicity & technology. We are among the leading hotel and air aggregators. Not only that, but we also give our clients amazing travel deals to places like India, Nepal, Bhutan, the Maldives, Bali, Thailand, Singapore, Vietnam, Dubai, Australia, and Europe. Customers can enjoy their trip vacation as they see fit thanks to the special feature "Customize Yourself," as opposed to doing what the travel agency suggests.



*Source: LinkedIn*

### **SERVICES PROVIDED BY THE COMPANY**

ExpressEarth, which was founded in 2015, intends to develop a specialized environment for savvy travelers. It has two products:

- ExpressEarth: B2C channels offer a special platform that allows you to tour the world whatever you want at the same price as a travel agency or online travel firm. They can arrange transportation to any location, provided it is on Earth.

- EmpFly is a B2E platform for managing and developing enterprise-customized software solutions for forward-thinking businesses. The business collaborates with the digitally automated world of today, where you arrive in a straightforward, one location for enterprise management. They give you a pleasant experience because greater service leads to higher output.

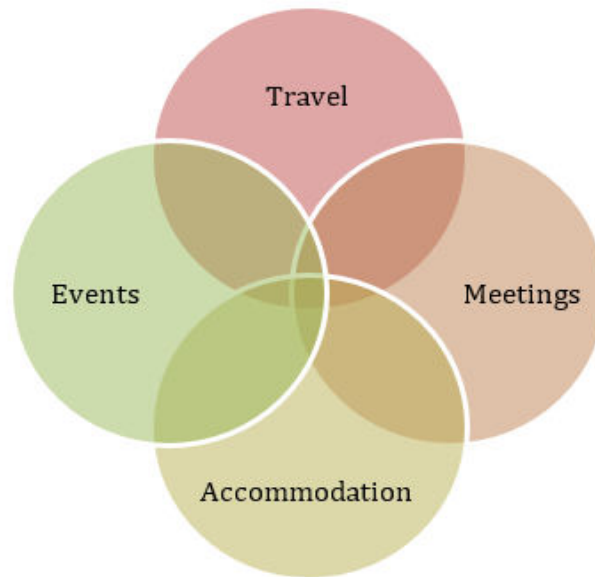
### **ABOUT THE FOUNDER OF THE COMPANY**

Basudha Shrivastava, a highly motivated, persistent, and serial entrepreneur with over 11 years of broad experience in the IT and telecommunications industries.

If you look at her career graph, you can tell that she has a passion for learning. She managed a number of important projects to increase staff productivity, accuracy, automation, and efficiency. When employed by Ericsson, she completed a Six Sigma project on the Asset Management lifecycle and assisted the company in achieving an ambitious objective.

She looks at what other people might see as a challenge as an opportunity. Due to the automation of numerous processes and procedures, her firm was able to accelerate its growth and avoid failure. She is process-oriented and skilled in client/customer relationship management as well as service delivery management.

She is currently the founder and managing director of ExpressEarth Digital Services and EmpFly Services Pvt Ltd, two businesses. She has developed a customer-centric company model that is driven by purpose. Two distinctive products, ExpressEarth (<https://www.expressearth.com>) and Empfly (<https://empfly.com>), were developed and curated under her direction.

**Figure 1:** Services provided by the ExpressEarth

Source: Author

### **SERVICES PROVIDED BY THE EXPRESSEARTH**

- 1. Travel:** The preferred India business travel firm for anything from large-scale corporate travel to lower volume programs. They are the best business travel agent in India for managing corporate travel when customers are organizing business trips. Expressearth's travel management system ensures that customers reach their destinations in the safest, most secure, and environmentally friendly manner possible.
- 2. Meetings:** The business is skilled at setting up business meetings. With several award-winning meetings technologies, Meetingspro, venue locating specialists, and the capacity to analyse and report on everything, they are the undisputed winner in anything from large-scale conference planning to strategic meetings management. All of this is done while ensuring delegate security and lasting meetings.
- 3. Accommodation:** Every traveler and any business trip budget can find accommodations and rates in the database of suppliers. When looking for corporate housing, the affiliations with apartments, big hotel chains, and independent lodging providers stand out. From group travel bookings in the metropolis to lone travellers out in the sticks; the organization will find safe and secure corporate accommodation.

**4. Events:** They are a multi-award winning corporate event management business that prioritises sustainability, creativity, and delegate involvement. The team of imaginative event planners is an adept in delivering unforgettable events within the customer's budget while meeting their business objectives. The business is the team the customer wants on speed dial, whether it be in-person, virtually, or in a hybrid setting.

#### **EVENT TRAVEL MANAGEMENT BY EXPRESSEARTH DIGITAL SEVICES**

Event Travel Management (ETM) is a company that believes in the power of encounters that captivate, enthrall, and motivate people to act. It is referred to as "Connected Experiences."

Transformative corporate event experiences are fueled by a special combination of creativity, customer service, and cutting-edge event technology. These experiences help businesses achieve their strategic goals.

The skilled teams can customize an event solution to match any budget and business need, from distinctive locations and event experiences to engaging event technology, simple reporting, and strong supplier negotiations.

#### **FULL EVENT MANAGEMENT**

A wide variety of events, strategic meetings, conferences, incentive travel programs, and corporate hospitality events are delivered by the team of event specialists.

In terms of venue selection, agenda preparation, event theming, delegate transport, lodging, and meals, cutting-edge event technology, entertainment, and post-event reporting and assessment, they may offer full end-to-end event management.

Let the professionals at ExpressEarth handle every detail of your event so that the client may concentrate on their company.

- Choosing a place both locally and internationally
- Complete event planning
- Event organization
- Event management on the spot

- Brand-related activities
- Pharmaceutical compliant event management
- Offering for inbound destination management
- Budgetary and financial management
- Reservation and management of lodging
- Catering supervision
- Pre- and post-event analysis
- Follow up meetings

### **GROUP TRAVEL**

In addition to sophisticated logistical event support, cheap airfares with flexible terms, and group check-in options for parties of 20 or more people, they specialize in serving the needs of large groups travelling. The inbound and outgoing group travel programmes are managed by the group travel team, and the worldwide network is supported by coordinated systems and procedures in every region, promoting effectiveness, uniformity, and assurance.

- Services for group registration that are adapted to the demands
- Capped expenses: keep costs under control with approved rates
- Bulk discounts - reasonably priced tickets for travellers that make a lot of reservations
- Cost-saving transfer coordination that is seamless and convenient
- Comprehensive flight studies according to policies and route deals
- 24-hour on-site travel desk assistance and after-hours assistance for all programmes

### **DELEGATE MANAGEMENT**

Every stage of the event experience, from registration to post-event feedback and all in between, is kept connected and engaging by the integrated travel and event technology. New tools help to ensure optimal effectiveness, safety, and engagement from the very first communication through the safe return of your passengers, keeping your teams highly motivated and productive throughout the duration of the event.

- Uniquely branded websites and registration systems
- Integrate seamlessly with CTM travel technologies
- Delegate registration online
- collection of secure internet payments
- Supporting speakers and managing abstracts
- Booking and managing lodging before, during, and after the event Travel management
- Administration of sponsorships and exhibitions
- meeting a match
- onsite application
- Survey management, live session polling, and session scoring

#### **INCENTIVE TRAVEL**

ETM designs and delivers incentive travel and event management experiences that uplift and compel both employees and business partners. The company's customized and economic incentive programs are tactically planned to promote performance and provide outcomes while enhancing relationships among participants. They can create an incentive program that fits your budget and corporate goals, from weekend reward trips to worldwide team-building activities that support CSR strategy.

#### **STRATEGIC MEETINGS MANAGEMENT PROGRAM (SMMP)**

Both in the field of events and in the area of consolidating travel and meetings, ETM has a wealth of experience in strategic meetings management. The creation of an overall theme, design and production of all event materials, speaker support, advice on message delivery, audience response systems, and interactive debates are all included in this. It also includes venue sourcing, spend reporting and consolidation, tracked return on investment, spend consolidation, and venue selection.



## **CONCLUSION**

Travel businesses are increasingly relying on mobile apps to grow. More than 35% of users book trips via mobile apps and this percentage is only going to increase. Companies are registering as vendors of other travel apps to save time and money. Google survey shows that 36% of travellers are willing to shell out extra money for more tailor-made and unique experience. The company ExpressEarth is providing the travel services with a lot many more advantages and it is really beneficial for the people who are having regular business travels and it is easy for them to access the services for the booking of the tickets and services for the stay via their phone or laptop. Travelling via expressEarth can make the trip not only memorable and enjoyable but worth to be shared with everyone one. The trip is affordable as compared to existing travel planners big brands like make my trip , GO ibibo etc. The luxury with ease that the client will enjoy in the trip will be truly amazing.

## **BIOZONE RESEARCH TECHNOLOGIES: CONTRACT RESEARCH AREA**

**Dr. Shuchi Goel and Muskan Sharma**

### **ABOUT THE ORGANISATION**

Biozone Research Technologies Private Limited (BRTPL) is a bioscience company based in Chennai that offers contract research, academic and industrial training, publishing services, and renewable energy solutions. Biozone was founded on a solid foundation of scientific expertise and technological development, with the goal of developing and delivering integrated research solutions in the field of life science research. The cutting-edge infrastructure and technical competencies enable us to provide high-end Client-specific research support in a variety of biotechnology disciplines. A rapidly expanding bioscience contract research firm with a track record of providing the best solutions to its customers and a proclivity for constantly updating our services.

Biozone Research Technologies Pvt. Ltd., a bioscience research and academic organisation, was founded in 2008 with the goal of bridging the gap between industry and academia. It has now evolved into a premier Chennai Contract Research Organization, providing technical and analytical services in biosciences, renewable energy, and publishing solutions. Biozone has played an important role in accelerating research for a variety of clients in the industrial and academic sectors.

### **ABOUT THE FOUNDER (FLORIDA TILTON)**

Florida is a first-generation entrepreneur who runs Biozone Research Technologies Pvt. Ltd., a biosciences start-up based in Chennai. Biozone, in addition to manufacturing various products, provides research support and contract services to industries and academic institutions. Florida graduated with honours from the University of Madras with a Post Graduate honours degree in Plant Biology and a Master of Philosophy in Plant Genetics. Her doctoral studies focused on Plant Molecular Biology and Cancer

Targeted Phytotherapy. She has nearly two decades of industrial and academic experience in biotechnology and bioinformatics.

She specialises in conducting research activities that result in societally beneficial product development, writing research works as articles and papers for publication, and conducting workshops and training programmes in the field of molecular biology. She has an inborn passion for teaching biosciences and spreading knowledge to young aspiring researchers. She has presented her research work on a variety of international, national, and state-level platforms, and she has also played an important role in the dissemination of tailored knowledge throughout the young biotechnology community.

Biozone has evolved from its inception in 2008 as a Biosciences Training institute to a fully integrated Biosciences commercial entity, encompassing a well-balanced business portfolio of products and services with a research focus on Oncology and other life-threatening diseases, under her successful leadership. Business alliances and research collaborations were formed with the Central Leather Research Institute (CSIR), SMBPL, T John College - Bangalore, Hindustan College-Chennai, ERI Loyola College-Chennai, Asthagiri Foundation, Lifeline Hospitals, and Auto Stem Laboratories, among others, during this transition.

Florida is also the Editor-in-Chief of the "International Journal of Bioscience Research (IJBR)" and has several research papers published in international, peer-reviewed journals.

- **Vision of the company**

**Discover** - To comprehend life for the benefit of humanity

**Deduce** - Using logical reasoning, provide clients with customized work.

**Didactic** - To provide young scientists with knowledge and skills.

**Divulge** - To reveal and document novel work, thereby spreading research around the world.

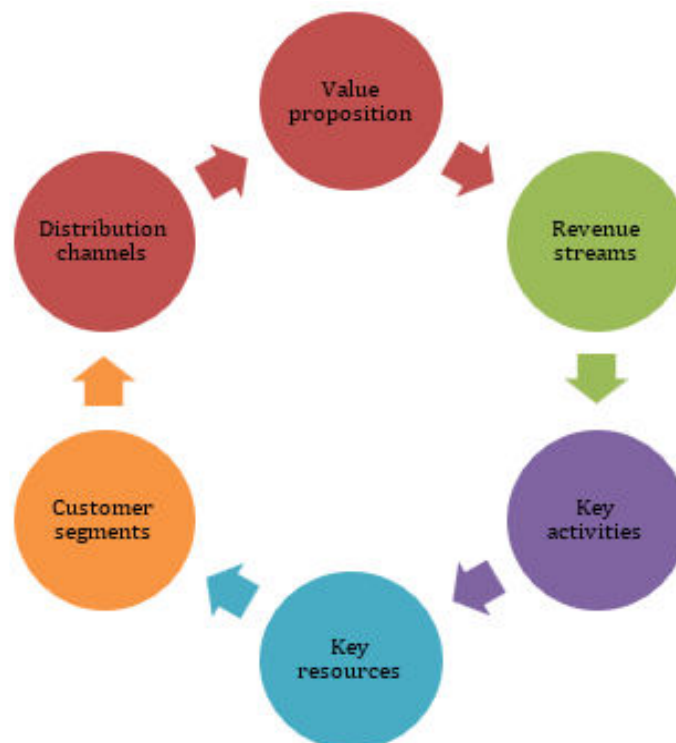
- **Mission of the company**

The commitment of building long-term partnerships with clients by offering high quality research and services. The goal is to become your preferred partner for life science outsourcing. Work with clinicians, academics, and industry professionals to realize the full potential of biosciences.

### **SERVICES PROVIDED BY THE COMPANY**

Biozone's Research and Development wing was established in April 2010 with the aim of nurturing its own commercial activities and creating a social impact. It focuses on rigorous and groundbreaking science, and fosters individual creativity and initiative. The initial sets of core competency areas identified are Molecular Biology, Herbal Research and Plant biotechnology, Microbiology and Mammalian Cellbiology. R&D at Biozone is application oriented, with areas of research interest including natural product discovery, molecular diagnostics, and bioremediation and insilico approach in drug discovery.

**Figure1:** Business model adopted by the company



*Source:* Author

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## **BUSINESS MODEL ADOPTED BY THE COMPANY**

The business model for Biozone Research Technologies Private Limited is focused on the development, production, and sale of bio-fertilizers, bio-pesticides, and other agricultural inputs. Here are some key aspects of their business model:

1. **Value Proposition:** Biozone Research Technologies Private Limited offers a range of high-quality, eco-friendly agricultural inputs that are designed to improve crop yields, reduce input costs, and promote sustainable agriculture.
2. **Revenue Streams:** The Company generates revenue primarily through the sale of its products to farmers, agricultural companies, and distributors. They also generate revenue through licensing and technology transfer agreements.
3. **Key Activities:** The key activities of Biozone Research Technologies Private Limited include research and development, manufacturing, marketing, and sales of its products. They also collaborate with other companies and institutions for joint research projects and technology transfer agreements.
4. **Key resources:** The key resources of the company include their skilled workforce, research facilities, manufacturing facilities, distribution network, and partnerships with universities, research institutes, and other private companies.
5. **Customer Segments:** The Company's primary customer segments are farmers, agricultural companies, and distributors who are looking for high-quality, eco-friendly agricultural inputs that are effective, safe, and sustainable.
6. **Distribution channels:** The Company sells its products through various distribution channels such as direct sales to farmers, online platforms, agricultural input dealers, and distributors.

Biozone Research Technologies Private Limited's business model is focused on providing high-quality, eco-friendly agricultural inputs that meet the needs of farmers, promote sustainable agriculture, and generate revenue through sales and licensing agreements.

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## GENESIS OF THE GROWTH OF THE COMPANY

Biozone Research Technologies Private Limited is a bioscience company that specializes in the development and production of bio-fertilizers, bio-pesticides, and other agricultural inputs. Some of the growth strategies adopted by the company are:

1. **Research and Development:** Biozone Research Technologies Private Limited invests significantly in research and development to innovate and develop new products and technologies that can meet the changing needs of farmers and agricultural companies.
2. **Partnerships and Collaborations:** The company has partnerships and collaborations with various universities, research institutes, and other private companies to develop and commercialize its products, expand its distribution networks and enter new markets.
3. **Geographic Expansion:** Biozone Research Technologies Private Limited has expanded its operations to various countries and regions to tap into new markets and increase its customer base.
4. **Diversification of Product Offerings:** The company has diversified its product offerings beyond bio-fertilizers and bio-pesticides to include other agricultural inputs such as plant growth regulators, seed treatments, and soil conditioners, thereby increasing its revenue streams.
5. **Customer-Focused Approach:** Biozone Research Technologies Private Limited focuses on understanding and addressing the needs of its customers by providing them with quality products and exceptional customer service.

Overall, these growth strategies have helped Biozone Research Technologies Private Limited to expand its reach, increase its market share, and establish itself as a leading player in the agricultural inputs industry.

## CONCLUSION

Biozone Research Technologies Private Limited is a bioscience company that specializes in the development and production of bio-fertilizers, bio-pesticides, and other agricultural inputs. The company's focus on sustainable and eco-friendly

agriculture has helped it to establish itself as a leading player in the industry. Their business model is centered on providing high-quality agricultural inputs, research and development, manufacturing, and sales to farmers, agricultural companies, and distributors. Biozone Research Technologies Private Limited's growth strategies, such as research and development, partnerships, geographic expansion, diversification of product offerings, and customer-focused approach, have helped the company to expand its reach, increase its market share, and establish itself as a leading player in the agricultural inputs industry.

## **THE MUMUM CO. - HEALTHY AND WHOLESOME SNACKS FOR KIDS**

**Dr. Shalini Gautam and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

The Mumum Co. is a food startup founded in 2017 by Farah Nathani Menzies and Shreya Lamba, two mothers who were concerned about the lack of healthy and convenient food options for children. The Mumum Co. creates and sells nutritious and delicious snacks for kids, made with natural ingredients and free from preservatives, additives, and artificial colors. The company's mission is to make snacking healthy and fun for kids, and to promote a culture of mindful eating and sustainability.

### **ABOUT THE FOUNDERS**

Farah Nathani Menzies and Shreya Lamba are two mothers who decided to take matters into their own hands when it came to feeding their children. Farah has a background in finance and worked for several years in the corporate world before starting The Mumum Co. Shreya, on the other hand, has a background in design and branding, and has worked with several startups in the past. Together, they bring their unique skills and experiences to create a successful business that caters to the needs of parents and children alike.

**Vision of the company:** To create a world where snacking is healthy, convenient, and fun for kids, and where parents can trust the food they give to their children. The Mumum Co. aims to revolutionize the snacking industry by providing natural, wholesome, and delicious snacks that promote good health and sustainable living.

**Mission of the company:** To create a range of nutritious and tasty snacks for kids, made with natural ingredients and free from preservatives, additives, and artificial colors. The Mumum Co. is committed to promoting a culture of mindful eating and sustainability, and to educating parents and children about the benefits of healthy snacking. Services provided by the company The Mumum Co. creates and sells a range of snacks for kids, including cookies, crackers, and granola bars. All of their products



are made with natural ingredients, such as whole grains, nuts, and fruits, and are free from preservatives, additives, and artificial colors. The company also provides educational resources and tips on healthy snacking, as well as recipes and ideas for parents to create their own healthy snacks at home.

## **BUSINESS MODEL ADOPTED BY THE COMPANY**

The business model of The Mumum Co. is focused on creating and selling healthy snacks for kids through various distribution channels, such as online platforms, grocery stores, and specialty retailers.

## **HERE ARE SOME KEY ASPECTS OF THEIR BUSINESS MODEL**

### **1. Value Proposition**

The Mumum Co. offers a range of healthy and delicious snacks for kids, made with natural ingredients and free from preservatives, additives, and artificial colors. The company's snacks are convenient, tasty, and promote good health and sustainable living.

### **2. Revenue Streams**

The company generates revenue primarily through the sale of its products to consumers through various distribution channels, such as online platforms, grocery stores, and specialty retailers.

### **3. Key Activities**

The key activities of The Mumum Co. include product development, manufacturing, marketing, and sales of its snacks. The company also engages with its customers through social media and other channels to promote its products and educate parents and children about healthy snacking.

### **4. Key Resources**

The key resources of the company include its skilled workforce, manufacturing facilities, distribution network, and partnerships with suppliers and retailers.

### **5. Customer Segments**

The company's primary customer segments are parents who are looking for healthy and convenient snacks for their children, as well as health-conscious consumers who are interested in sustainable and natural food products.

## 6. Distribution Channels

The company sells its products through various distribution channels such as online platforms, grocery stores, and specialty retailers.

## 7. Cost Structure

The cost structure of The Mumum Co. includes expenses related to product development, manufacturing, marketing, distribution, and overhead costs such as salaries and rent. The company aims to keep its costs low by using natural and locally sourced ingredients, and by optimizing its supply chain and distribution network.

## 8. Value Chain

The company's value chain includes the sourcing of natural and sustainable ingredients, product development, manufacturing, marketing, distribution, and customer service. The company focuses on providing high-quality products and excellent customer service to create a positive experience for its customers.

## 9. Partnerships

The Mumum Co. has partnerships with suppliers and retailers to ensure the availability of its products in various distribution channels. The company also collaborates with other organizations and individuals to promote healthy snacking and sustainable living.

## 10. Future Growth Opportunities

The Mumum Co. aims to expand its product offerings and distribution channels to reach a wider customer base. The company also plans to invest in research and development to innovate and improve its products, and to increase its focus on sustainability and environmental responsibility.

## THE GENESIS OF THE GROWTH OF THE COMPANY

The genesis of the growth of the company can be attributed to the following factors:

1. **Filling a Gap in the Market:** The founders of The Mumum Co. identified a gap in the market for healthy, wholesome and convenient snacks for kids.
2. The company's focus on healthy snacks that are free from preservatives, artificial flavors, and colors, has helped it to stand out in the market.

3. **Strong Branding and Marketing:** The Mumum Co. has a strong brand identity that resonates with parents who are looking for healthy and nutritious snacks for their kids.

In conclusion, The Mumum Co.'s growth can be attributed to its focus on filling a gap in the market, innovative product development, strong branding and marketing, strategic partnerships, and customer-centric approach.

These factors have helped the company to establish itself as a leading player in the healthy snacks segment and expand its reach to more parents and children who value healthy and nutritious food options.

### **CONCLUSION**

In conclusion, The Mumum Co. has successfully carved a niche for itself in the healthy snacks industry by providing nutritious and tasty snacks for children. The company's products are made from natural ingredients, free from preservatives and chemicals, making them a healthier alternative to other packaged snacks in the market. The Mumum Co.'s business model is centered on a customer-focused approach, emphasizing the importance of healthy eating habits for children. The company's growth strategies, including market research, partnerships, collaborations, and product innovation, have enabled it to expand its reach and establish a loyal customer base. With its commitment to providing healthy and wholesome snacks, The Mumum Co. is well-positioned to continue its growth trajectory and contribute to the overall improvement of children's health and wellness.

## **IMPACT GURU: A CROWDFUNDING PLATFORM FOR MEDICAL EXPENSES, PERSONAL CAUSES AND NON PROFIT**

**Dr. Rashmi Chawla and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

Impact Guru is a Mumbai-based fintech company that specializes in providing crowdfunding solutions for NGOs, social enterprises, and individuals who need financial support for various social causes. Impact Guru's platform allows fundraisers to create campaigns and solicit donations from a global audience through a variety of payment methods. Impact Guru's mission is to democratize philanthropy and make it more accessible to everyone, regardless of their location or financial status.

### **ABOUT THE FOUNDER (KHUSHBOO JAIN)**

Khushboo Jain is a co-founder and CEO of Impact Guru, a crowdfunding platform that helps NGOs, social enterprises, and individuals to raise funds for various social causes. Prior to founding Impact Guru, Khushboo worked as an investment banker at Goldman Sachs and as a strategy consultant at McKinsey & Company. She has also worked in the non-profit sector, including as a Fellow at Teach for India. Khushboo holds an MBA from Harvard Business School and a Bachelor of Science in Finance and Economics from the Wharton School of the University of Pennsylvania.

**Vision of the company:** To empower individuals, NGOs and social enterprises in their fundraising efforts through the use of technology and financial innovation, and to create a more inclusive and equitable world.

**Mission of the company:** To leverage the power of crowdfunding to democratize philanthropy and help anyone raise funds for social causes, regardless of their financial status or geographic location. Impact Guru aims to create a sustainable ecosystem that enables social enterprises and NGOs to scale their impact and achieve their missions.

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## **SERVICES PROVIDED BY THE COMPANY**

Impact Guru's platform provides a range of crowdfunding solutions for individuals, NGOs, and social enterprises. These include donation-based crowdfunding, reward-based crowdfunding, and impact investing. The platform also provides tools and resources to help fundraisers create compelling campaigns, track their progress, and engage with donors.

In addition, Impact Guru offers consulting services to help NGOs and social enterprises develop fundraising strategies, improve their digital presence, and optimize their operations.

## **BUSINESS MODEL ADOPTED BY THE COMPANY**

Impact Guru generates revenue by charging a platform fee on all donations made through its platform. The platform fee ranges from 4% to 10%, depending on the type of campaign and the fundraising goal. Impact Guru also generates revenue through value-added services such as consulting and marketing support, as well as through partnerships with corporate sponsors and foundations.

## **GENESIS OF THE GROWTH OF THE COMPANY**

The genesis of the company's growth can be attributed to several factors, including its innovative approach to crowdfunding and its commitment to social impact. Unlike traditional crowdfunding platforms, Impact Guru provides a personalized experience for its users, allowing them to create customized campaigns and providing them with the tools and resources they need to succeed.

Another key factor in Impact Guru's growth has been its focus on social impact. The company works with a wide range of causes, including healthcare, education, disaster relief, and more, and has built a strong reputation for its commitment to transparency and accountability. This has helped to attract a large and dedicated community of users who are passionate about making a difference in the world.

In addition to its innovative approach and commitment to social impact, Impact Guru has also been successful in attracting funding from a variety of sources, including venture capital firms and strategic investors. This has enabled the company to expand its operations and reach new markets, further fueling its growth.

Today, Impact Guru is one of the leading crowdfunding platforms in India, and is rapidly expanding its presence across Southeast Asia and beyond. With a focus on innovation, social impact, and community building, the company is poised for continued growth and success in the years to come.

## **CONCLUSION**

In conclusion, Impact Guru has emerged as a leading crowdfunding platform in India that has revolutionized the way people raise funds for their causes. With its user-friendly interface, extensive network of donors, and a commitment to transparency, Impact Guru has helped thousands of individuals and organizations to achieve their fundraising goals.

Moreover, the company's innovative approach to fundraising, which includes social media and other digital marketing strategies, has made it easier than ever before for people to support the causes they care about. By leveraging technology to connect people with the resources they need to make a difference, Impact Guru has become a powerful force for positive change in India and beyond.

Moving forward, it is clear that Impact Guru will continue to play an important role in shaping the future of philanthropy and social entrepreneurship in India. With its dedicated team of experts, commitment to excellence, and unwavering focus on delivering results, the company is well positioned to help even more people and organizations to achieve their fundraising goals and make a meaningful impact in the world.

## **ZOLOSTAYS: AN ONLINE PLATFORM TO FIND ACCOMMODATION WITH FOOD**

**Dr. Pooja Sharma and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

Zolostays is a co-living startup founded by Isha Choudhry and Sneha Choudhry in 2015. Headquartered in Bangalore, the company offers affordable, hassle-free, and fully furnished accommodation to young professionals and students in India. Zolostays has a presence in over 10 cities across India, including Bangalore, Chennai, Mumbai, Delhi-NCR, Pune, Kota, and Hyderabad, with plans to expand to more cities in the near future.

### **ABOUT THE FOUNDERS**

Isha Choudhry and Sneha Choudhry are sisters and first-generation entrepreneurs who co-founded Zolostays with the aim of solving the housing problem faced by young professionals and students in India. Isha holds a degree in Engineering from BITS Pilani, and an MBA from INSEAD. Sneha holds a degree in Economics from Lady Shri Ram College, Delhi University, and an MBA from IIM Bangalore. Both of them have prior work experience in top companies like McKinsey, Goldman Sachs, and Standard Chartered Bank.

**Vision of the company:** Zolostays' vision is to be the most preferred and trusted provider of co-living spaces in India, with a focus on affordability, convenience, and community living. The company aims to create a world-class living experience for young professionals and students, with a range of services and amenities that cater to their needs and preferences.

**Mission of the company:** Zolostays' mission is to provide affordable, convenient, and hassle-free co-living spaces that enable young professionals and students to pursue their passions and achieve their goals. The company aims to create a vibrant community of like-minded individuals who can learn, grow, and network with each other. Zolostays is committed to using technology and innovation to improve the co-living experience and make it accessible to everyone.

**Services provided by the company:** Zolostays offers fully furnished and equipped co-living spaces that are designed to cater to the needs of young professionals and students. The company provides a range of services and amenities, including housekeeping, maintenance, high-speed internet, 24/7 security, and community events. Zolostays also offers flexible payment options and easy move-in and move-out procedures.

**Business model adopted by the company:** Zolostays' business model is focused on providing affordable and hassle-free co-living spaces to young professionals and students in India. Here are some key aspects of their business model:

1. **Value Proposition:** Zolostays offers fully furnished, equipped, and managed co-living spaces that are affordable, convenient, and secure. The company provides a range of services and amenities that cater to the needs of young professionals and students, including high-speed internet, housekeeping, and maintenance.
2. **Revenue Streams:** The company generates revenue primarily through rent and other fees charged to residents. They also generate revenue through partnerships with landlords, property developers, and other stakeholders in the real estate industry.
3. **Key Activities:** The key activities of Zolostays include sourcing and managing properties, marketing and sales, community building, and customer service. The company also invests in technology and innovation to improve the co-living experience for its residents.
4. **Key Resources:** The key resources of the company include its skilled workforce, technology platform, network of properties and partners, and brand reputation. Zolostays also leverages data analytics and customer feedback to improve its services and operations.
5. **Customer Segments:** The company's primary customer segments are young professionals and students in India who are looking for affordable and convenient co-living spaces. Zolostays also targets landlords, property developers, and other stakeholders in the real estate industry who are interested in partnering with the company.



## 6. GROWTH STRATEGIES ADOPTED BY ZOLOSTAYS

Zolostays, founded in 2015 by Isha Choudhry and Sneha Choudhry, has adopted several growth strategies to establish itself as one of India's leading coliving startups. Some of the key growth strategies adopted by Zolostays are:

- **Aggressive Expansion:** Zolostays has been aggressively expanding its operations to newer cities in India. The company has expanded from one city to 14 cities in a short span of time. Zolostays has adopted an asset-light model for expansion, where it partners with real estate developers to lease out properties.
- **Technology-Driven Approach:** Zolostays has adopted a technology-driven approach to streamline its operations and enhance the customer experience. The company has developed a proprietary platform that automates most of the processes such as billing, payment, inventory management, and customer service.
- **Customer-Centric Approach:** Zolostays places a strong emphasis on customer service and satisfaction. The company has set up a dedicated customer service team that is available 24x7 to address any issues faced by the customers. Zolostays also conducts regular customer feedback surveys to improve its services.
- **Strategic Partnerships:** Zolostays has partnered with several companies to offer value-added services to its customers. For instance, the company has tied up with food delivery platforms to provide meals to its customers. Zolostays has also partnered with furniture rental companies to offer furniture packages to its customers.
- **Innovative Marketing:** Zolostays has adopted innovative marketing strategies to attract customers. The company has leveraged social media platforms to create brand awareness and engage with potential customers. Zolostays has also launched referral programs to incentivize existing customers to refer their friends and family.

Overall, Zolostays' growth strategies have been focused on providing a superior customer experience, expanding rapidly, and leveraging technology to streamline its operations. These strategies have helped the company establish a strong foothold in the Indian coliving market.

## **CONCLUSION**

In conclusion, ZoloStays has emerged as a successful player in the Indian co-living industry. With its focus on providing hassle-free and comfortable accommodation solutions to its customers, the company has managed to capture a significant market share. ZoloStays has also implemented various growth strategies, such as expanding its presence in new cities, launching new products, and leveraging technology to improve its services. ZoloStays' customer-centric approach and innovative offerings have helped it differentiate itself from the competition and establish a strong brand image. Going forward, the company's focus on sustainable growth and continuous innovation is likely to drive its success and enable it to maintain its position as a leading player in the co-living space in India.

## **MISSMALINI ENTERTAINMENT: A BLOG MISSMALINI.COM**

**Dr. Navya Jain and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

MissMalini Entertainment is a leading media and entertainment company founded by Malini Agarwal, one of the most influential personalities in the Indian digital space. The company provides a variety of entertainment services, including content creation, brand partnerships, influencer marketing, talent management, and events.

### **ABOUT THE FOUNDER (MALINI AGARWAL)**

Malini Agarwal is a digital influencer, entrepreneur, and founder of MissMalini Entertainment. She is a former radio host and a renowned blogger who started her journey in 2008, creating content on Bollywood, fashion, beauty, and lifestyle. Malini has been recognized as one of the most influential women in the Indian media and entertainment industry. She has received numerous awards for her contributions, including the Cosmopolitan Blogger Award and the Red FM Mumbai Award.

### **VISION OF THE COMPANY**

MissMalini Entertainment's vision is to become a global leader in media and entertainment by creating engaging content, fostering creativity, and collaborating with leading brands and influencers.

**Mission of the Company** MissMalini Entertainment's mission is to provide high-quality entertainment services that cater to the changing needs of its audience and clients. The company is committed to building long-term relationships with clients and creating value through innovative solutions.

### **SERVICES PROVIDED BY THE COMPANY**

MissMalini Entertainment offers a wide range of services, including:



**Figure1:** Services Provided by the Mismalini Entertainment

*Source:* Author

1. **Content Creation** - Creating engaging content across various platforms such as blogs, social media, and video.
2. **Brand Partnerships** - Collaborating with leading brands to create custom content, influencer marketing campaigns, and sponsored events.
3. **Talent Management** - Managing and promoting the careers of popular social media influencers and celebrities.
4. **Influencer Marketing** - Creating and executing influencer marketing campaigns to promote brands and products.
5. **Events** - Organizing and hosting events such as concerts, fashion shows, and award ceremonies.

### **BUSINESS MODEL ADOPTED BY THE COMPANY**

MissMalini Entertainment's business model is focused on creating engaging content that appeals to a diverse audience while collaborating with leading brands to create innovative solutions. Here are some key aspects of their business model:

- **Value Proposition** - MissMalini Entertainment offers a unique blend of entertainment, creativity, and innovation that appeals to both consumers and brands.

- **Revenue Streams** - The company generates revenue through brand partnerships, talent management, and sponsored events.
- **Key Activities** - The key activities of MissMalini Entertainment include content creation, influencer marketing, talent management, event management, and brand partnerships.
- **Key Resources** - The company's key resources include a talented team of content creators, social media influencers, event planners, and brand partnership experts.
- **Customer Segments** - The company's primary customer segments are brands, advertisers, and consumers who are looking for engaging and creative entertainment solutions.
- **Distribution Channels** - The company distributes its content and services through various channels such as social media, blogs, events, and influencer marketing campaigns.

## **GENESIS OF THE GROWTH OF THE ORGANISATION**

MissMalini Entertainment, founded by Malini Agarwal, has grown rapidly since its inception. Here are some growth strategies that have contributed to its success:

- **Creating Compelling Content:** MissMalini Entertainment's success is largely due to its ability to create engaging and relevant content. The company has a team of writers, editors, and video producers who are passionate about creating content that resonates with their target audience.
- **Building a Strong Social Media Presence:** MissMalini Entertainment has a strong social media presence across multiple platforms, including Facebook, Twitter, Instagram, and YouTube. The company has leveraged these platforms to build a loyal following and engage with fans.
- **Embracing Video Content:** Video content is becoming increasingly important in the digital world, and MissMalini Entertainment has been quick to embrace it. The company produces a range of video content, from short-form videos for social media to longer-form documentaries.

- **Partnering with Brands:** MissMalini Entertainment has partnered with a range of brands to create sponsored content. These partnerships have helped the company generate additional revenue and expand its reach. **Building a Strong Team:** MissMalini Entertainment has built a strong team of professionals who are passionate about the company's mission. This has enabled the company to scale quickly and efficiently.
- **Investing in Technology:** MissMalini Entertainment has invested in technology to streamline its operations and improve the user experience. This includes tools for content management, analytics, and social media management.
- Overall, MissMalini Entertainment's growth has been fueled by its ability to create compelling content, build a strong social media presence, embrace video content, partner with brands, build a strong team, and invest in technology. These strategies have enabled the company to expand its reach and build a loyal following in a competitive market.

## CONCLUSION

Missmalini Entertainment has established itself as a prominent player in the Indian entertainment industry, thanks to its innovative approach to content creation and distribution. By leveraging social media and digital platforms, the company has been able to reach a massive audience and build a loyal fan base. Missmalini Entertainment has also diversified its revenue streams by launching its own merchandise and partnering with brands for branded content.

The company's growth strategy, which includes expanding into new markets, developing new content formats, and leveraging emerging technologies, bodes well for its future prospects. Missmalini Entertainment's ability to stay ahead of the curve and adapt to changing consumer preferences and industry trends will be key to its continued success. Missmalini Entertainment's success is a testament to the power of creativity, innovation, and entrepreneurship in the entertainment industry.

## **WED ME GOOD – A CURATED PORTAL FOR EVERYTHING RELATED TO WEDDINGS**

**Dr. Khushbu Khurana and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

Wed Me Good is a leading online platform for wedding planning and inspiration. Founded in 2014 by Mehak Sagar, the company aims to provide a one-stop solution for all things wedding-related. Wed Me Good has emerged as a trusted source of information and inspiration for brides and grooms across India and beyond.

### **ABOUT THE FOUNDER**

Mehak Sagar is the founder and CEO of Wed Me Good. She is a young and dynamic entrepreneur who is passionate about weddings and helping couples plan their dream wedding. Prior to starting Wed Me Good, Mehak worked in digital marketing and strategy in New York and Delhi. She holds a degree in economics and management from the University of Warwick.

### **THE WED ME GOOD'S MODEL**

Wed Me Good's business model is based on providing a comprehensive platform for couples to plan their wedding. The company offers a wide range of services such as vendor listings, wedding planning tools, inspiration galleries, and real wedding stories. The platform also features an active community of brides and grooms who share their experiences and advice on various wedding-related topics.

### **MISSION**

Wed Me Good's mission is to simplify the wedding planning process and help couples plan their dream wedding with ease. The company aims to empower couples with the knowledge and resources they need to make informed decisions and create a memorable wedding experience.

## VISION

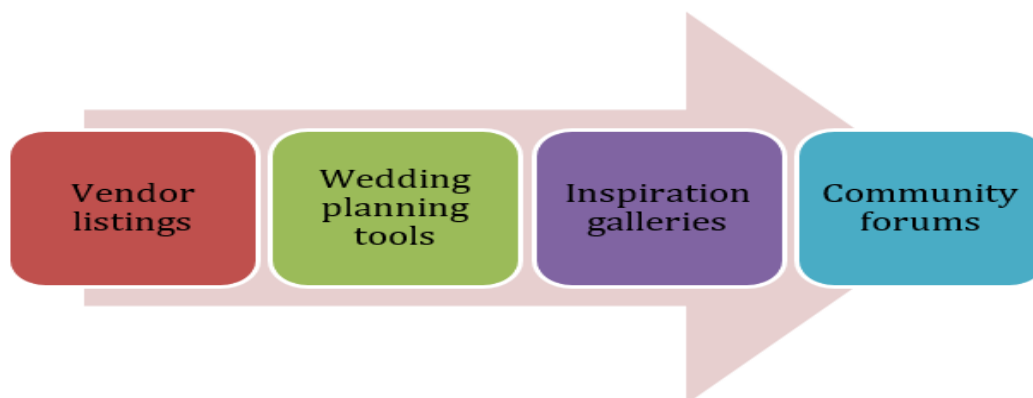
Wed Me Good's vision is to become the go-to platform for all wedding-related needs in India and beyond. The company envisions a world where every couple can plan their dream wedding with ease and confidence. Wed Me Good aspires to create a community of like-minded individuals who can share their experiences and support each other through the journey of wedding planning.

## GENESIS OF GROWTH OF THE ORGANIZATION

Wed Me Good may consider the following growth strategies to expand its business:

1. Geographic expansion: Wed Me Good can consider expanding its operations to other cities and regions in India and beyond to reach a wider customer base.
2. Diversification of services: Wed Me Good can expand its service offerings to include new categories such as destination weddings, honeymoon planning, and wedding-related merchandise.
3. Collaboration with vendors and industry experts: Wed Me Good can collaborate with vendors and industry experts to offer unique and exclusive services and products.
4. Personalization and customization: Wed Me Good can offer personalized and customized wedding planning services to cater to the specific needs and preferences of each couple.

## SERVICES PROVIDED BY THE COMPANY



**Figure1:** Services provided by the Wed Me Good

*Source:* Author



1. **Vendor Listings:** Wed Me Good has a comprehensive listing of wedding vendors across various categories such as venues, photographers, decorators, and makeup artists.
2. **Wedding Planning Tools:** Wed Me Good offers a range of tools and resources such as budget calculators, guest list managers, and seating arrangement planners to help couples plan their wedding.
3. **Inspiration Galleries:** Wed Me Good features a wide range of inspiration galleries showcasing real weddings, bridal looks, and decor ideas.
4. **Community Forums:** Wed Me Good has an active community of brides and grooms who share their experiences and advice on various wedding-related topics.

## CONCLUSION

In conclusion, Wed Me Good is a leading online platform for wedding planning and inspiration. The company's business model is based on providing a comprehensive platform for couples to plan their dream wedding. Wed Me Good's growth strategies may include geographic expansion, diversification of services, collaboration with vendors and industry experts, and personalization and customization. With its focus on simplifying the wedding planning process and empowering couples, Wed Me Good is committed to offering high-quality services and building a strong brand that resonates with the needs of modern couples.

## **BABYCHAKRA – A PARENTING PLATFORM**

**Ms. Pooja Tripathi and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

Baby Chakra is an online platform that provides information, products, and services related to maternal and child care. The company was founded in 2015 by Naiyya Saggi, a young entrepreneur who identified the need for a trusted source of information and resources for parents and expecting mothers.

### **ABOUT THE FOUNDER**

Naiyya Saggi is the founder and CEO of Baby Chakra. She is a young and dynamic entrepreneur who is passionate about improving the lives of mothers and children. Before starting Baby Chakra, Naiyya worked in finance and management consulting in New York and Mumbai. She holds a degree in economics and finance from the University of Pennsylvania.

### **THE BABY CHAKRA'S MODEL**

Baby Chakra's business model is based on providing a one-stop solution for all maternal and child care needs. The company offers a wide range of products and services such as baby gear, maternity wear, toys, and books, as well as expert advice on pregnancy and parenting. The platform also features an active community of parents and experts who share their experiences and advice on various topics related to child care.

### **MISSION**

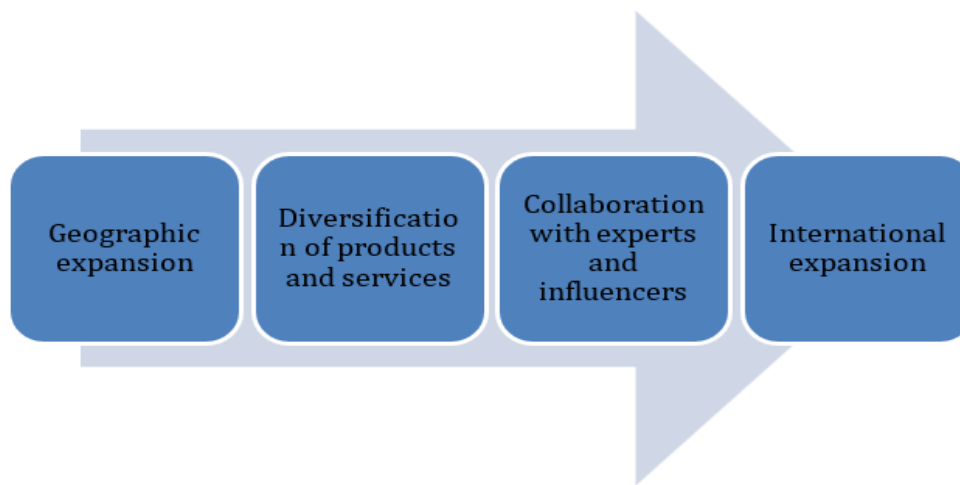
BabyChakra's mission is to create a trusted and supportive platform for new and expecting parents to find information, products, and services related to parenting and child care. The company aims to empower parents with the knowledge and resources they need to make informed decisions and provide the best possible care for their children.

## VISION

Baby Chakra's vision is to be the go-to platform for all parenting-related needs in India. The company envisions a world where all parents have access to the information, products, and services they need to raise happy and healthy children. BabyChakra aspires to create a community of like-minded parents who can share their experiences and support each other through the journey of parenting.

## GENESIS OF GROWTH OF THE ORGANIZATION

Baby Chakra may consider the following growth strategies to expand its business:

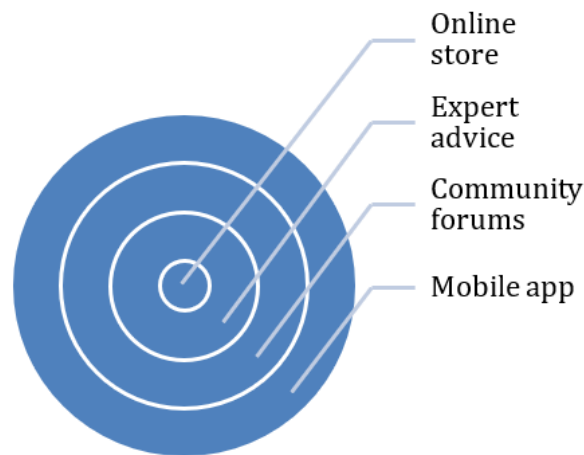


**Figure1:** Growth strategies of the company

*Source:* Author

1. **Geographic expansion:** Baby Chakra can consider expanding its operations to other cities and regions in India to reach a wider customer base.
2. **Diversification of products and services:** Baby Chakra can expand its product and service offerings to include new categories such as child education, nutrition, and mental health.
3. **Collaboration with experts and influencers:** Baby Chakra can collaborate with experts and influencers in the maternal and child care space to offer unique and exclusive products and services.
4. **International expansion:** Baby Chakra can consider expanding its operations to other countries with similar demographics and market needs.

## THE SERVICES PROVIDED BY THE COMPANY



**Figure 2:** Services provided by the Babychakra Company

*Source:* Author

1. Online store: Baby Chakra has a user-friendly website that allows customers to easily browse and purchase products online. The website also features expert advice and community forums for parents and expecting mothers.
2. Expert advice: Baby Chakra offers expert advice on various topics related to pregnancy and parenting through its website and social media channels.
3. Community forums: Baby Chakra has an active community of parents and experts who share their experiences and advice on various topics related to child care.
4. Mobile app: Baby Chakra has a mobile app that allows customers to access its products and services on the go

## CONCLUSION

In conclusion, Baby Chakra is an online platform that provides a one-stop solution for all maternal and child care needs. The company's business model is based on providing expert advice and a wide range of products and services related to pregnancy and parenting. Baby Chakra's growth strategies may include geographic expansion, diversification of products and services, collaboration with experts and influencers, and international expansion. With its focus on improving the lives of mothers and children, Baby Chakra is committed to offering high-quality products and services and building a strong brand that resonates with the needs of modern parents.

## THE GOOD GLAMM GROUP – A DIGITAL-FIRST HOUSE OF BRANDS

Ms. Roli Wadha and Muskan Sharma

### ABOUT THE ORGANIZATION

The Good Glamm Group is a leading beauty and wellness company founded by Naiyya Saggi in 2017. The company's vision is to make high-quality beauty and wellness services accessible to everyone, regardless of their location, age, or skin type. The Good Glamm Group provides a range of services such as skin and hair care, spa treatments, and wellness programs, all under one roof.

### ABOUT THE FOUNDER

Naiyya Saggi is a young and dynamic entrepreneur who founded The Good Glamm Group to disrupt the beauty and wellness industry. With a degree in finance and experience in consulting, Naiyya identified the gap in the market for accessible and affordable beauty and wellness services. She set out to create a company that could deliver high-quality services at competitive prices, with a focus on inclusivity and sustainability.

**Mission of the organization:** To empower people to feel confident in their own skin and embrace their natural beauty, while providing access to high-quality beauty and wellness products that are safe, effective, and environmentally friendly.

**Vision of the organization:** To become a global leader in the beauty and wellness industry, by promoting a holistic approach to beauty that is rooted in self-love, inclusivity, sustainability, and innovation.

The Good Glam Group envisions a world where people can express their individuality, creativity, and personality through their beauty choices, without compromising their health or the environment. The Good Glam Group aims to achieve its mission and vision by providing a range of beauty and wellness products, services, and content that cater to diverse needs and preferences. These include skincare, haircare, makeup, fragrances, supplements, and lifestyle tips, among others. The Good Glam Group also

collaborates with like-minded brands and individuals who share its values and principles, in order to create a more sustainable and ethical beauty ecosystem.

### **THE GOOD GLAMM GROUP'S MODEL**

The Good Glamm Group's business model is based on a combination of technology, innovation, and sustainability. The company leverages cutting-edge technology to deliver personalized beauty and wellness services that cater to the unique needs of each customer. The Good Glamm Group's services are delivered through a combination of online and offline channels, including its own app, website, and offline stores.

### **THE GENESIS OF GROWTH OF THE ORGANIZATION**

The Good Glamm Group's growth strategies include the following:

1. **Geographic Expansion:** The Good Glamm Group plans to expand its presence in new cities and regions to tap into new markets and customer segments.
2. **Diversification of Services:** The Good Glamm Group aims to diversify its service offerings by introducing new services such as nail care, makeup, and nutrition counseling. This will help the company to attract a wider customer base and increase its revenue streams.
3. **Partnerships:** The Good Glamm Group can partner with other brands, celebrities, or influencers to create exclusive collections and increase its brand visibility.
4. **Private Label:** The Good Glamm Group can also launch its own private label brand to offer customers a unique and exclusive product range.

### **THE SERVICES PROVIDED BY THE COMPANY**

1. **Online Store:** The Good Glamm Group's website and app provide customers with a seamless shopping experience. Customers can browse and purchase products and services online, and have them delivered to their doorstep.
2. **Offline Stores:** The Good Glamm Group has offline stores in major cities across India, where customers can experience personalized beauty and wellness services.  
**Wellness Programs:** The Good Glamm Group provides a range of wellness programs, including yoga, meditation, and nutrition counseling, to help customers achieve holistic wellness.

3. **Sustainable Products:** The Good Glamm Group is committed to sustainability and offers a range of eco-friendly and organic products to its customers

### **CONCLUSION**

In conclusion, The Good Glamm Group is a leading beauty and wellness company founded by Naiyya Saggi. The company's business model is based on technology, innovation, and sustainability. The Good Glamm Group's growth strategies include geographic expansion, diversification of services, partnerships, and launching its own private label brand. With a focus on inclusivity, sustainability, and customer satisfaction, The Good Glamm Group is committed to providing high-quality and accessible beauty and wellness services to everyone.

## VUE.AI – ARTIFICIAL INTELLIGENCE STARTUPS

**Ms. Shanu Jain and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

Vue.ai is an artificial intelligence-powered retail automation platform founded in 2016 by Ashwini Asokan. The platform leverages computer vision and machine learning technologies to enable retailers to create personalized shopping experiences and enhance operational efficiencies. Vue.ai offers a range of AI-powered solutions for product tagging, content creation, product recommendations, and more. The platform has helped retailers across the world to optimize their businesses and improve customer engagement.

### **ABOUT THE FOUNDER**

Ashwini Asokan is the CEO and co-founder of Vue.ai. She has extensive experience in building and leading product teams across various tech companies. Ashwini holds a Bachelor's degree in Computer Science from Birla Institute of Technology and Science, Pilani, and a Master's degree in Computer Science from Stanford University.

### **THE VULAI'S MODEL**

Vue.ai's business model revolves around helping retailers to leverage artificial intelligence to enhance customer experiences and optimize their operations. The platform uses computer vision and machine learning technologies to help retailers tag and organize their product catalogs, create personalized content, and offer product recommendations. Vue.ai's solutions help retailers to save time and resources, automate manual processes, and increase sales.

### **THE GENESIS OF GROWTH OF THE ORGANIZATION**

Vue.ai can consider the following growth strategies to expand its business:

1. **Expanding Market Reach:** Vue.ai can expand its market reach by entering new geographies and regions, targeting new customer segments, and partnering with other retail tech companies to offer complementary solutions.



2. **Increasing Product Offerings:** Vue.ai can consider expanding its product offerings by launching new AI-powered solutions that help retailers improve various aspects of their businesses, such as supply chain management, inventory optimization, and customer service.
3. **Strategic Partnerships:** Vue.ai can enter into strategic partnerships with leading retailers and e-commerce platforms to integrate its solutions into their systems, offering them a competitive edge in the market.
4. **Investing in R&D:** Vue.ai can invest in research and development to stay ahead of the curve in terms of AI and machine learning technologies, ensuring that its solutions remain relevant and innovative.

### **THE SERVICES PROVIDED BY THE COMPANY**

1. **Product Tagging:** Vue.ai's product tagging solution uses computer vision and machine learning to accurately tag and categorize products, making it easier for retailers to organize their product catalogs.
2. **Content Creation:** Vue.ai's content creation solution uses AI to automatically generate product descriptions, titles, and metadata, saving retailers time and resources.
3. **Product Recommendations:** Vue.ai's product recommendation engine uses machine learning to analyze customer data and provide personalized product recommendations to customers, increasing sales and customer loyalty.
4. **Visual Search:** Vue.ai's visual search solution uses computer vision to enable customers to search for products using images, improving the customer experience.

### **CONCLUSION**

In conclusion, Vue.ai is an AI-powered retail automation platform that leverages computer vision and machine learning technologies to enable retailers to create personalized shopping experiences and enhance operational efficiencies. Vue.ai's business model is centered on helping retailers optimize their businesses and improve customer engagement. The platform's growth strategies include expanding its market reach, increasing its product offerings, entering into strategic partnerships, and investing in research and development. With its focus on innovation and customer satisfaction, Vue.ai is committed to empowering retailers with AI and machine learning technologies to succeed in the highly competitive retail industry.

**THE WEDDING BRIGADE – AN INSPIRATION, PLANNING, SHOPPING,  
AND SERVICES PORTAL FOR INDIAN WEDDINGS**

**Mr. Bhupinder Singh and Muskan Sharma**

**ABOUT THE ORGANIZATION**

The Wedding Brigade is an online platform based in India that aims to make the wedding planning process more accessible, enjoyable, and stress-free for couples. The company was founded in 2014 by Sanna Vohra, a former investment banker turned entrepreneur, who saw a need for a centralized platform for all things wedding-related.

The Wedding Brigade provides a one-stop-shop for all wedding-related needs, including curated vendor recommendations, personalized planning tools, and expert advice from industry professionals. The platform offers a variety of services, including wedding planning, venue selection, photography and videography, makeup and hair styling, and bridal fashion.

In addition to its comprehensive wedding planning services, The Wedding Brigade has also built a community of like-minded individuals who share a passion for love and celebration. The platform features real weddings, style inspiration, and expert advice, providing couples with a source of inspiration and support throughout their wedding planning journey.

The Wedding Brigade has received numerous accolades for its innovative approach to wedding planning, including being named one of the top 50 startups in India by Economic Times. The company has also been featured in leading publications such as Vogue, Harper's Bazaar, and Forbes India.

**ABOUT THE FOUNDER**

Sanna Vohra is the founder of The Wedding Brigade. She is a young entrepreneur who started the business with a vision to redefine the wedding industry in India. Sanna is a graduate of Harvard Business School and has worked in leading management consulting firms before starting her own venture.

## **VISION AND MISSION OF THE COMPANY**

**Vision:** The Wedding Brigade aims to create a world where every couple can plan their dream wedding with ease and confidence. This means that regardless of their background, budget, or location, every couple should have access to the resources they need to plan a wedding that reflects their personalities and values. By providing exceptional service, unmatched resources, and a community of like-minded individuals who share their passion for love and celebration, The Wedding Brigade hopes to be the go-to platform for all things weddings. The Wedding Brigade's vision is focused on making the wedding planning process as stress-free and enjoyable as possible for couples. The platform is designed to provide a seamless experience, with all the tools and resources needed to plan a wedding in one place. By creating a supportive and inclusive community, The Wedding Brigade hopes to inspire couples and help them feel confident in their decisions.

**Mission:** The Wedding Brigade's mission is to empower couples to create the wedding of their dreams. This means providing a one-stop-shop for all wedding-related needs, including curated vendor recommendations, personalized planning tools, and expert advice from industry professionals. By offering these resources, The Wedding Brigade hopes to make the wedding planning process as easy and enjoyable as possible. The Wedding Brigade's mission is based on the belief that every couple deserves to feel supported and inspired throughout their wedding planning journey. The platform is designed to cater to the unique needs and preferences of each couple, providing personalized recommendations and advice. By empowering couples to make informed decisions and providing them with the resources they need, The Wedding Brigade hopes to make the wedding planning process a joyful and memorable experience for all.

## **THE WEDDING BRIGADE'S MODEL**

The Wedding Brigade's business model is based on providing a curated and personalized wedding planning experience to couples. The platform offers a wide range of products and services, including wedding attire, jewelry, beauty services, decor, catering, and photography. The company's team works closely with vendors and partners to ensure that every product and service is of the highest quality and meets the expectations of customers.

The Wedding Brigade's online platform offers an easy-to-use interface where couples can browse products and services, book appointments, and make payments. The company also has a strong social media presence and offers tips and inspiration for couples planning their wedding.

### **THE GENESIS OF GROWTH OF THE ORGANIZATION**

The Wedding Brigade may consider the following growth strategies to expand its business:

1. **Geographic Expansion:** The Wedding Brigade can consider expanding its services to other countries or regions to tap into new markets and customer segments.
2. **New Product Categories:** The Wedding Brigade can expand its product offerings by introducing new categories such as wedding planning software, travel and accommodation services, and honeymoon packages. This can help the company to attract a wider customer base and increase its revenue streams.
3. **Collaborations:** The Wedding Brigade can collaborate with other brands, designers, or wedding planners to create unique and exclusive collections and services. This can help the company to expand its product offerings and reach new customer segments.
4. **Personalization:** The Wedding Brigade can focus on providing a personalized experience to each customer by offering customized wedding planning services and products.

### **THE SERVICES PROVIDED BY THE COMPANY:**

1. **Online Platform:** The Wedding Brigade has a user-friendly online platform that allows couples to easily browse and book products and services for their wedding.
2. **Personalized Services:** The Wedding Brigade offers personalized wedding planning services to couples, including venue selection, vendor management, and budget planning.
3. **Inspirational Content:** The Wedding Brigade offers tips, ideas, and inspiration for couples planning their wedding through its social media channels and blog.
4. **Customer Support:** The Wedding Brigade has a dedicated customer support team that is available to assist couples with any queries or concerns they may have.

## **CONCLUSION**

The Wedding Brigade is a leading online platform that offers a wide range of products and services to make wedding planning an easy and hassle-free process for couples. The company's business model is based on providing a curated and personalized wedding planning experience to couples. The Wedding Brigade's growth strategies may include geographic expansion, new product categories, collaborations, and providing personalized services. With its focus on innovation and customer satisfaction, The Wedding Brigade is committed to redefining the wedding industry in India and beyond.

## **FABALLEY – A FASHION-FORWARD BRAND**

**Mr. Swaraj Manchanda and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

FabAlley is a popular online fashion brand that was founded in 2012 by Shivani Poddar and Tanvi Malik. The brand offers a wide range of trendy and affordable women's clothing, footwear, and accessories.

### **ABOUT THE FOUNDER**

Shivani Poddar and Tanvi Malik are the co-founders of FabAlley. They are young entrepreneurs who started their business with a shared passion for fashion and the desire to create a brand that caters to the fashion needs of modern women. Shivani has a degree in fashion marketing and management, while Tanvi holds a degree in fashion design.

### **FABALLEY'S MODEL**

FabAlley's business model is based on offering the latest fashion trends to young women at affordable prices. The brand's product portfolio includes a wide range of clothing, footwear, and accessories that cater to different occasions and moods. The company's product design and development team works closely with manufacturers to ensure that the products are of high quality and meet the latest fashion trends.

FabAlley has a strong online presence and is available on various e-commerce platforms, as well as its own website. The brand also has a physical presence with exclusive brand stores in major cities across India.

### **THE GENESIS OF GROWTH OF THE ORGANIZATION**

FabAlley may consider the following growth strategies to expand its business:

1. **Geographic Expansion:** FabAlley can consider expanding its business to other countries or regions to tap into new markets and customer segments.

2. **New Product Categories:** FabAlley can expand its product offerings by introducing new categories such as lingerie, athleisure, or beauty products. This can help the company to attract a wider customer base and increase its revenue streams.
3. **Collaborations:** FabAlley can collaborate with other brands, designers, or influencers to create unique and exclusive collections. This can help the company to expand its product offerings and reach new customer segments.
4. **Private Label:** FabAlley can launch its own private label brand to offer customers a unique and exclusive product range.

#### **THE SERVICES PROVIDED BY THE COMPANY:**

1. **Online Store:** FabAlley has a user-friendly website that allows customers to easily browse and purchase products online. The website offers various payment options and delivers products to customers across India.
2. **Exclusive Brand Stores:** FabAlley has exclusive brand stores located in major cities across India. These stores provide customers with an immersive shopping experience and allow them to see and feel the products before making a purchase.
3. **Styling Services:** FabAlley offers styling services to its customers through its website and social media channels. Customers can get tips on how to style the latest fashion trends and create their own unique look.
4. **Customer Support:** FabAlley has a dedicated customer support team that is available to assist customers with any queries or concerns they may have.

#### **CONCLUSION**

In conclusion, FabAlley is a popular online fashion brand that offers a wide range of trendy and affordable women's clothing, footwear, and accessories. The company's business model is based on offering the latest fashion trends to young women at affordable prices. FabAlley's growth strategies may include geographic expansion, new product categories, collaborations, and launching its own private label brand. With its focus on innovation and creativity, FabAlley is committed to offering high-quality products and services to its customers and building a strong brand that resonates with the fashion needs of modern women.

## **CHUMBAK – A FASHION LED LIFESTYLE BRAND**

**Ms. Priyanshi Jain and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

Chumbak is an Indian lifestyle brand that was founded in 2010 by Shubhra Chadda and Vivek Prabhakar. The company started as a small souvenir shop in Bangalore but has since grown into a well-known brand that offers a wide range of lifestyle products, including apparel, home decor, accessories, and gifting items.

### **ABOUT THE FOUNDER**

Shubhra Chadda is the co-founder of Chumbak and has over 15 years of experience in the design and retail industry. She started the company with her husband Vivek Prabhakar with the aim of creating a brand that celebrates the unique and colorful Indian culture. Under her leadership, Chumbak has grown into a successful lifestyle brand that is loved by people all over India.

### **CHUMBAK'S MODEL**

Chumbak's business model revolves around creating unique, quirky, and colorful designs that celebrate the essence of India. The company's products are designed in-house by a team of talented designers who draw inspiration from Indian art, culture, and heritage. Chumbak's product portfolio includes a wide range of lifestyle products that cater to different age groups and interests.

The company has expanded its business in recent years by opening physical stores in major cities across India and by selling its products online through its website and other e-commerce platforms. Chumbak has also collaborated with other brands and designers to create limited edition collections and expand its product offerings.

### **MISSION AND VISION OF THE COMPANY**

Chumbak is a lifestyle brand that was started in 2010 by Shubhra Chadda and Vivek Prabhakar. The brand is known for its quirky and colorful designs that reflect India's culture and heritage.



Chumbak's mission is to spread joy through their products and designs. They aim to create products that are not only functional but also bring a smile to the customer's face. They want to make everyday objects more interesting and fun.

The vision of Chumbak is to become a global lifestyle brand that represents India's unique culture and heritage. They want to be known for their quality products, unique designs, and exceptional customer service. Chumbak aims to be a brand that people around the world can connect with and feel proud to own.

### **THE GENESIS OF GROWTH OF THE ORGANIZATION**

As a lifestyle brand, Chumbak may consider the following growth strategies to expand its business:

1. **Expanding Its Product Portfolio:** Chumbak can expand its product offerings by introducing new categories such as personal care, stationery, or kitchenware. This can help the company to attract a wider customer base and increase its revenue streams.
2. **Collaborations with Other Brands:** Chumbak can collaborate with other lifestyle brands, fashion designers, or artists to create unique and exclusive collections. This can help the company to expand its product offerings and reach new customer segments.
3. **Geographic Expansion:** Chumbak can consider expanding its business to other countries or regions to tap into new markets and customer segments. This can help the company to grow its revenue and diversify its risks.
4. **Leveraging Technology:** Chumbak can leverage technology to improve its online presence, streamline its operations, and enhance customer experience. For example, the company can invest in a mobile app or website that offers a seamless shopping experience to its customers.

### **THE SERVICES PROVIDED BY THE COMPANY**

Chumbak is a lifestyle brand that offers a wide range of products and services to its customers. The company's products include apparel, accessories, home decor, and stationery. These products are designed to reflect India's rich culture and vibrant colors, and are known for their unique and quirky designs.

In addition to its product offerings, Chumbak also provides various services to its customers. These services include:

1. **Online Store:** Chumbak has a user-friendly website that allows customers to easily browse and purchase products online. The website offers various payment options and delivers products to customers across India.
2. **Retail Stores:** Chumbak has retail stores located in various cities across India. These stores provide customers with an immersive shopping experience and allow them to see and feel the products before making a purchase.
3. **Customization:** Chumbak offers customization services for select products, such as phone cases and laptop sleeves. Customers can choose from a range of designs and add their own text or images to create a personalized product.
4. **Corporate Gifting:** Chumbak offers corporate gifting services to companies looking to give unique and personalized gifts to their employees or clients. The company can customize products with the company's logo or design, and offers bulk pricing discounts.
5. **Collaborations:** Chumbak has collaborated with various brands and designers to create limited edition collections. These collaborations bring together different creative styles and offer customers a unique and exclusive product.

## CONCLUSION

In conclusion, Chumbak is a well-known Indian lifestyle brand that offers a wide range of unique and quirky products that celebrate the essence of Indian culture. The company's business model is based on creating in-house designs and expanding its product offerings through collaborations and partnerships. Chumbak's growth strategies may include expanding its product portfolio, collaborations, geographic expansion, and leveraging technology to enhance customer experience. With its focus on innovation and creativity, Chumbak is committed to offering high-quality products and services to its customers and building a strong brand that resonates with the Indian culture.

## **HAREEPATTI – FINANCIAL ADVISORY FIRM**

**Ms. Shirly Rex and Muskan Sharma**

### **ABOUT THE ORGANIZATION**

Hareepatti has a single objective: to bring wealth and happiness to its 500+ happy families. As Hareepatti's incorporated in 2005, every customer, or member of the HP Family, they have welcomed into the fold has remained with them. With the appropriate asset class and product exposure, all skillfully stitched together as per the individual requirements, Hareepatti will help them achieve their financial goals through our knowledge, experience, and effective infrastructure. They offer financial advisory services in addition to selling insurance and investment goods, guiding those who work with us toward an even more sustainable financial future.

### **ABOUT THE FOUNDER**

Gurleen Kaur Tikku is the Founder of Hareepatti, a financial advisory firm based in India. She has more than 15 years of experience in the financial industry and has worked with several reputed financial institutions before starting Hareepatti.

Gurleen Kaur Tikku is a certified financial planner and has also completed her Masters in Business Administration. She is an expert in providing financial advice related to wealth management, retirement planning, and investment planning.

Under her leadership, Hareepatti has grown to become a reputable financial advisory firm in India, serving a diverse clientele. She has been recognized for her contributions to the financial industry and has been featured in several publications and media outlets.

### **MISSION AND VISION OF THE ORGANIZATION**

Mission: At Hareepatti, the mission is to empower individuals and businesses to achieve their financial goals through personalized and comprehensive financial planning services and believe in educating clients about their finances, providing transparent and ethical advice, and building long-term relationships based on trust and mutual respect.

Vision: The vision at Hareepatti is to become a leading financial advisory firm that transforms the financial well-being of people and businesses worldwide. They envision a world where everyone has access to the resources and knowledge necessary to make informed financial decisions, achieve financial freedom, and create a secure future for themselves and their loved ones. Approach is grounded in empathy, innovation, and excellence, as they strive to create positive and lasting impacts on the lives of clients and the communities they serve.

### **HAREEPATTI'S MODEL**

Hareepatti is a financial advisory firm that provides personalized financial planning and investment advice to its clients. The company's business model is based on charging a fee for its services rather than earning commissions from selling financial products. This fee-only model is designed to align the interests of Hareepatti with those of its clients and avoid any conflicts of interest that may arise from commission-based compensation.

Hareepatti's business model revolves around providing comprehensive financial planning and investment advice to its clients. The company works closely with its clients to understand their financial goals and objectives, and then develops customized financial plans and investment strategies to help them achieve their goals.

In addition to financial planning and investment advice, Hareepatti also offers other services such as tax planning, retirement planning, and estate planning. The company's advisors are all certified financial planners and have the expertise and experience to provide clients with a wide range of financial services.

Hareepatti's business model is based on providing high-quality, personalized financial advice to its clients and earning fees for its services. The company's goal is to help clients achieve their financial goals and objectives by providing them with comprehensive financial planning and investment advice.

### **THE GENESIS OF GROWTH OF THE ORGANIZATION**

As a financial advisory service provider, Hareepatti may consider the following growth strategies:

1. **Expand Its Services:** Hareepatti can expand its financial advisory services to cover a wider range of financial products such as insurance, tax planning, estate planning, and retirement planning. This can help the company to attract a wider customer base and increase its revenue streams.
2. **Diversify Its Customer Base:** Hareepatti can diversify its customer base by targeting different types of customers such as high net worth individuals, small and medium-sized enterprises, or institutions. By diversifying its customer base, the company can reduce its dependence on any one customer segment.
3. **Leverage Technology:** Hareepatti can leverage technology to streamline its operations, improve customer experience, and reach a wider audience. For example, the company can invest in a user-friendly mobile app or website to allow customers to access its services and information easily.
4. **Partnership and Collaborations:** Hareepatti can form partnerships and collaborations with other financial service providers, such as banks, insurance companies, or investment firms, to expand its reach and offer more comprehensive financial solutions to its customers.
5. **Geographic Expansion:** Hareepatti can consider expanding its business to other regions or countries to tap into new markets and customer segments. This can help the company to grow its revenue and diversify its risks.

## **THE SERVICES PROVIDED BY THE COMPANY**

Hareepatti is a financial advisory firm that provides a range of services related to financial planning and investment advice. These services include financial planning, investment advice, retirement planning, tax planning, estate planning, risk management, and ongoing advice and support. These services are comprehensive, customized, and fee-only, and are designed to align the interests of Hareepatti with those of its clients.

## **CONCLUSION**

In conclusion, Hareepatti is a financial advisory firm that provides personalized financial planning and investment advice to its clients. The company's fee-only business model is designed to avoid conflicts of interest and align the interests of Hareepatti with

those of its clients. Hareepatti's services include financial planning, investment advice, retirement planning, tax planning, estate planning, and risk management. The company's advisors are all certified financial planners and have the expertise and experience to provide clients with a wide range of financial services. Hence, Hareepatti is committed to helping clients achieve their financial goals and objectives by providing them with comprehensive financial planning and investment advice that is customized to their unique needs and circumstances.

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# Women Entrepreneurship Startup in India

## Case Bank II

Women entrepreneurs play a significant role in the effort to advance both economic and social sustainability in today's fast-paced society.

This book aims to capture the zeal, grit, commitment, and indomitable spirit of all women entrepreneurs. It covers the paths from adversity to success, from nine to five employment to becoming one's own boss, and from being a victim of domestic abuse to receiving major honors. In addition to serving as a motivational booster, most successful women entrepreneurs of India also serves as a resource manual for the readers. It aims to demonstrate through these women's experiences the obstacles and trials we must persevere through in order to achieve success.



**Dr Ravikant Swami** has a decorated and diverse educational background - a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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