

# Women Entrepreneurship Startup in India

*Case Bank I*

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-1

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*Edited By:*

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

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

**Dr. Khushbu Khurana**

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Case Bank-1**

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## **PREFACE**

India is on the verge of a revolution; while its startup environment today seems to be driving it ahead, the country's economic engine has already made ripples throughout the years. By 2025, the nation is expected to include more than 150 unicorns, according to many industry projections.

Despite the fact that more and more women are making attempts to enter the field, males still hold the majority of the entrepreneurial leadership positions. It is a well-known truth that women's entrepreneurship aids a nation's development in a number of ways and serves as a tool for empowerment. The potential to support, encourage, and develop women's entrepreneurial start-up in India is enormous.

This book explores the actions of women business owners and their enduring success. The study looks at the characteristics and results of female entrepreneurs. The challenges experienced at organizational and entrepreneurial levels are addressed in the book.

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.

Particularly for students interested in female business or economic growth, this book would be the perfect reading material in an entrepreneurship class. Moreover, this book would be an excellent companion for all the aspiring entrepreneurs.

## **ACKNOWLEDGEMENT**

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To the publisher, for seamless coordination.

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

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

**Dr. Khushbu Khurana**

## About the Contributors

### **DR. KHUSHBU KHURANA**

Dr. Khushbu, is currently working as an Assistant Professor at DME Management School affiliated to Guru Gobind Singh Indraprastha University. She has done her PhD in Organisational Behaviour & Human Resource Management from Jaypee Business School, IIIT University, Noida. She has worked on the employability skills in engineering students. She has been awarded UGC-NET- Junior Research Fellowship and Senior Research Fellowship in the year 2016 and 2019 respectively. Dr. Khushbu Khurana has presented papers in National and International Conferences and has research publications in ABDC and SCOPUS indexed journals. Presently working on the topics such as, Employability Skills, Green HRM, Employee experience, Research Motivation. Her areas of work/ teaching and research are Organisational Behaviour & HRM. She has gained experience in teaching and research as well as three years of industry experience.

### **DR. NAVYA JAIN**

Dr. Navya Jain has been associated with DME as an Assistant Professor since 2017. She has previously worked with WNS Global Services as an HR Manager for approximately 2.5 years before turning to her academic interests. She attained BBS from SSCBS (University of Delhi), PGDM-PM equivalent to MBA from XISS (Ranchi) and a one-year PG Diploma (International Marketing) from SGGSCC (University of Delhi). She is UGC NET qualified and has completed her doctoral work on gender discrimination and stress in the workplace from JamiaMilliaIslamia. Her research interests include the broad research areas of gender, gender equality, identity, stress, well-being and sustainable development.

### **DR. SHUCHI GOEL**

Dr. Shuchi Goel is currently working as an Associate Professor, Management School, Delhi Metropolitan Education, Noida. She is also an Academic Coordinator and 2nd Incharge, Management School. She holds a PhD in Economics from JamiaMilliaIslamia, New Delhi and is also UGC-JRF qualified.

### **DR. SHALINI GAUTAM**

Dr. Shalini Gautam is working as an Associate Professor in Delhi Metropolitan Education, GGSIPU. She has been working in academics for more than ten years. Before this, she has corporate experience 12 years in the financial sector.

### **DR. RASHMI CHAWLA**

Dr. Rashmi Arora Chawla is currently spearheading as an Associate Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She is an erudite academician with an extensive experience of 12+ years in teaching. Qualified with NTA NET, Ph.D. (Micro Finance) backed by M.Phil (Commerce) from Calcutta University, M. Com (Accounting and Finance) and B. Com (Hons.) from Burdwan University, she has a rich experience in teaching Commerce, Accounting, and Finance subjects. She has published research papers in refereed journals including Scopus indexed journals. She is also certified in many Swayam Courses and acted as a Discussion Forum Moderator in Academic Writing (Swayam MOOC Course).

**PROF. (DR.) POORVA RANJAN**

Prof. (Dr.) Poorva Ranjan is the Professor and Head of DME Management School. A Phd in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a Certified POSH Trainer. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security, and Google Tools to name a few. A Google Certified Digital Marketer who also specialises in Social Media Marketing and Content Development. Her areas of work/ teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management, and Skill Building.

**DR. POOJA SHARMA**

The author is a teaching and Research Professional currently, working as an Assistant Professor at Delhi Metropolitan Education, affiliated to Guru Gobind Singh Indraprastha University. A Ph.D. and SAS® Certified Research professional, the author has industry as well as academic experience. Have taught subjects including Research Methodology, Accounting, Taxation and E-Commerce, the author has also served as a Data Analyst in a National Airline. The author has a strong research background adept at conducting data- driven exploratory business analysis, with hands-on experience on SAS, SPSS, Python, PLS- SEM and R. The author has to her credit several publications in International and National Journals listed in ABDC, Scopus, UGC care Listed and other peer reviewed journals.

**MR. BHUPENDER SINGH**

Presently working as an Assistant Professor in Management School at Delhi Metropolitan Education, Noida. He is Head (IT) and Convener (ERP) at DME. Has 17+ years of work experience from reputed institutes in the field of academics. Pursuing PhD in CSE department from Invertis University, Bareilly, UP, after having completed his MPhil (CSE), MBA (IB), MTech (IT) & MCA from reputed institutes. Area of specialisation: AI & ANN, Data Visualization, Information Systems.

**MS. SHANU JAIN**

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the Department of Commerce, Delhi School of Economics, University of Delhi after M.Phil. Passionate about teaching and research especially in areas of consumer behaviour. Attended various National and International Conferences, FDPs and Workshops. She is also the Managing Editor at DME Journal of Management and Member of Research Cell at Delhi Metropolitan Education.

**MR. SWARAJ MANCHANDA**

I am a graduate from SRCC, DU, Postgraduate from Hansraj College, DU. I had qualified NET exam twice in 2017 and 2019. I am working as an Assistant Professor in DME Management School since 2019. I Have published one research paper in Journal Named Our Heritage in 2020-21 in the Global Strategic Management Conference. One Chapter named Private Institutions Supporting Digital Startups has also been published in the Book titled “Digital Startups Landscape post Covid-19” and some papers have been presented in conferences of Trinity College, Dwarka, LalBahadurShastri Institute of Management (LBSIM).



**MS. SHIRLY REX**

Ms. Shirley Rex is an Assistant Professor at Delhi Metropolitan Education. She has previously worked with Fortune Institute of International Business for two years, a B-school in Delhi in the capacity of Head-Learning and Development, KPMG India for four years in the field of audit and finance. She has also been a Senior L&D Trainer with KPMG India. She did her PGDM from FIIB. She has also done her Master's in Commerce from IGNOU and graduated from Jesus and Mary College, Delhi University. She is a budding research scholar with Jamia Hamdard University and has published her research papers (Scopus Indexed).

**MS. PRIYANSHI JAIN**

Ms. Priyanshi Jain is currently working as an Assistant Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B. Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the NTA NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland. Her key areas of research and academic interest include Finance, International Business and Entrepreneurship. She believes in the overall development of students, providing them with guidance and motivating them to excel in all aspects of life.

**MS. POOJA TRIPATHI**

Ms. Pooja Tripathi has about 14 years of experience in academia and is currently working as an Assistant Professor with Delhi Metropolitan Education, Noida. She is pursuing Ph.D. from Jaypee Institute of Management Technology, Noida. She is pursuing her research in the field of sustainability marketing and has contributed research papers and book chapters on sustainability, marketing and spirituality. She is also a member of the research cell of Delhi Metropolitan Education undertaking research work. She is also a member of the NAAC accreditation committee of the institute.

**MS. ROLI WADHWA**

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the APJ Abdul Kalam Technical University after completing her MBA from Amity University. She has attended various National and International Conferences, FDPs and Workshops. She is also the convener of the Entrepreneurship Cell at Delhi Metropolitan Education.

**TANYA KUSHWAHA**

Tanya is a dynamic individual who is currently pursuing BBA from Delhi Metropolitan Education {2021-2024}. She is a part of the Interact club- The newsletter community of BBA, the Catalyst club- The event organizing club of BBA, and the DME Research cell. She has done various certification courses for her professional career growth.

She is an optimistic, punctual, and passionate person who wants to make a positive impact in her community. She firmly believes that investing in human resources is the key to a developed nation and prosperous businesses. Apart from her Academics, she is interested in learning about new cultures, and languages, brushing up on history, geopolitics and keeping up with current happenings around the globe.

**PROF. (DR.) RAVIKANT SWAMI**

Prof. (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 Bschoools 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.

**PRAKRITI SINHA**

Prakriti completed her schooling at Ralli International School in the commerce field in 2021. She is currently pursuing BBA specializing in the HR domain from Delhi Metropolitan Education (affiliated with Guru Gobind Singh Indraprastha university). In Delhi Metropolitan Education, she is a part of the Center for Management Research and also the Meraki society, a community working towards the awareness of mental health and its importance.

She has presented several research papers in various conferences and competitions, one of which she ended up winning, which was on "G-20: Opportunities for youth". She also holds some industry experience through her internships in the HR field.

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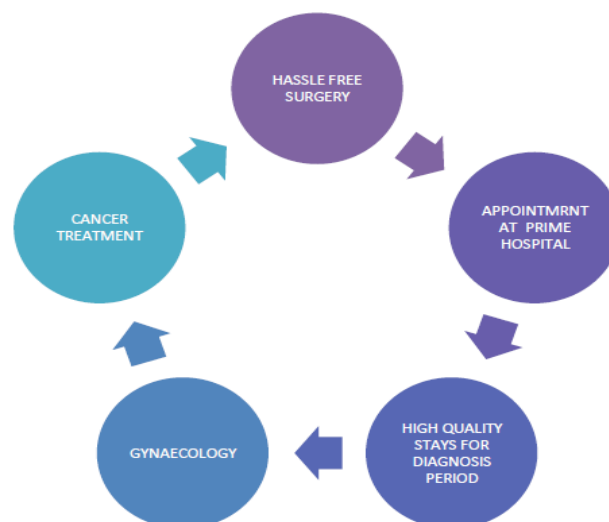
## 1

**DOCTTOCARE: AN ONLINE HEALTHCARE PROVIDER****Prof. (Dr.) Ravikant Swami and Tanya Kushwaha****ABOUT THE ORGANISATION**

Docttocare, based in Bengaluru, Karnataka, is a healthcare online portal that offers an interactive platform for patients, doctors, clinics, hospitals, and wellness centers. The company's primary goal is to provide the best healthcare services to society through digital healthcare solutions. They are committed to shortlisting and delivering the best practices to users and host providers.

One of the significant advantages of Docttocare is that they enable users from non-metro cities to access and book surgery appointments with doctors and hospitals located in major cities. Their app guides the users through the entire process of identifying the right doctors/hospitals, scheduling appointments on the desired date, arranging transport/stay, and providing medical funds for surgeries. The app also ensures easy claims for insurance or fundraises to cover medical costs, ambulance service, and seamless and standardised transportation service to reach hospitals/clinics.

The key features of Docttocare include hassle-free surgery appointments at prime hospitals, nearby stays to prime hospitals, high-quality budget stays for diagnosis periods, and specialised facilities like gynaecology, cancer treatment, orthopaedics, and paediatrics.

**KEY FEATURES OF DOCTTOCARE:-****Figure-1***Source:-The Author*

The legal name of the company is Doctto Online Healthcare Innovation Pvt. Ltd., and its headquarters are located in Bangalore, Karnataka, India. The company was founded in 2016 and has a core team of 11 to 20 employees. The co-founders of the company are Sugandha Agarwal, Mrinal Kanti Ghosh, and Sidharth Singh. Sugandha Agarwal, is the co-founder and CEO and MD of the company.

Docttocare's innovative approach to providing healthcare services through digital solutions is a significant step towards making healthcare accessible and affordable to everyone. By providing a platform that enables users from non-metro cities to access the best healthcare services from major cities, Docttocare is bridging the gap between urban and rural healthcare facilities.

Furthermore, the app's features like medical funds for surgeries, easy claims for insurance or fundraises to cover medical costs, and seamless transportation service make the entire process stress-free for patients and their families. Specialised facilities like gynaecology, cancer treatment, orthopaedics, and paediatrics cater to the specific needs of patients, ensuring that they receive the best possible care.

Docttocare's commitment to providing high-quality healthcare services at an affordable cost is commendable. The company's innovative approach to providing healthcare services through digital solutions has the potential to revolutionise the healthcare industry. As technology continues to evolve, Docttocare is well-positioned to lead the way in providing accessible and affordable healthcare services to everyone.

In conclusion, Docttocare's interactive online platform for patients, doctors, clinics, hospitals, and wellness centres is a significant step towards providing accessible and affordable healthcare services to everyone. The company's commitment to shortlisting and delivering the best practices to users and host providers is commendable. By providing specialised facilities, medical funds for surgeries, and seamless transportation services, Docttocare is making healthcare accessible and stress-free for patients and their families. As technology continues to evolve, Docttocare is well-positioned to lead the way in providing innovative healthcare solutions to society.

Sugandha Agarwal is the co-founder, CEO, and MD of Docttocare, an interactive online platform for patients, doctors, clinics, hospitals, and wellness centers. She is an accomplished businesswoman with a passion for making healthcare accessible and affordable to everyone.

### **ABOUT THE FOUNDER**

Sugandha Agarwal is a graduate of the Indian Institute of Technology (IIT) in Delhi, where she earned a degree in Electrical Engineering. After graduation, she worked with several multinational companies, including Texas Instruments and Honeywell, before co-founding Docttocare in 2016.

Under Sugandha Agarwal's leadership, Docttocare has become one of the leading healthcare online portals in India. The platform is designed to help users from non-metro cities access and book surgery appointments with doctors and hospitals located in major cities. The app guides users through the entire process, from identifying the right doctors/hospitals to scheduling appointments, arranging transport/stay, and providing medical funds for surgeries.

Sugandha Agarwal's vision for Docttocare is to make healthcare accessible and affordable to everyone. Her commitment to providing high-quality healthcare services at an affordable cost is evident in the app's features, which include easy claims for insurance or fundraises to cover medical costs, ambulance service, and seamless transportation service to reach hospitals/clinics. Furthermore, Sugandha Agarwal's focus on specialized facilities like gynecology, cancer treatment, orthopedics, and pediatrics ensures that patients receive the best possible care for their specific needs. This innovative approach to providing healthcare services through digital solutions has the potential to revolutionize the healthcare industry in India and beyond.

Sugandha Agarwal's leadership and entrepreneurial skills have been recognized by several organizations. In 2019, she was named one of the top 50 healthcare entrepreneurs in India by CEO Insights. Her contribution to the healthcare industry has also been recognized by the Indian Women's Convention, which awarded her the Women Entrepreneur of the Year award in 2020. In addition to her work with Docttocare, Sugandha Agarwal is a mentor and advisor to several startups. She is passionate about supporting women entrepreneurs and is an active member of several women's networks. In conclusion, Sugandha Agarwal's leadership and vision have been instrumental in making Docttocare one of the leading healthcare online portals in India. Her commitment to providing accessible and affordable healthcare services to everyone has the potential to transform the healthcare industry. Her entrepreneurial skills and dedication to supporting women entrepreneurs are an inspiration to many. With Sugandha Agarwal at the helm, Docttocare is well-positioned to lead the way in providing innovative healthcare solutions to society.

## **GROWTH OF THE ORGANISATION**

Docttocare, an online healthcare platform founded in 2016, has experienced impressive growth in recent years. The company has emerged as one of the leading healthcare portals in India, enabling users from non-metro cities to access and book surgery appointments with doctors and hospitals located in major cities. The company's growth is evident in the numbers, with a **reported revenue growth of 300% in the financial year 2020-2021**. The platform has also witnessed a significant increase in the number of users, **with a reported 250% growth in the number of registered users in the same financial year**. The company has also expanded its reach, with over **250 hospitals and clinics across 15 cities in India now on its platform**. The app has also gained



popularity for its specialised facilities in gynaecology, cancer treatment, orthopaedics, and paediatrics. The company's innovative approach to providing healthcare services through digital solutions has been recognized by several organisations, including CEO Insights, which named Sugandha Agarwal, the co-founder, and CEO of Docttocare, one of the top 50 healthcare entrepreneurs in India in 2019. With its focus on providing accessible and affordable healthcare services, Docttocare is poised for continued growth in the coming years.

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**2****EMBIKE: AN EDUCATIONAL TECHNOLOGY COMPANY****Prof. (Dr.) Poorva Ranjan and Tanya Kushwaha****ABOUT THE ORGANISATION**

Embibe is an Indian ed-tech company that offers personalized learning solutions to students preparing for various entrance exams such as JEE Main, NEET, and AIIMS. Founded in 2012 by Aditi Avasthi, Embibe uses artificial intelligence and machine learning algorithms to provide students with customized study plans and practice tests.

Embibe's learning platform is designed to cater to the individual needs of each student. The platform analyzes the student's performance on practice tests and provides feedback on areas where they need to improve. It also offers personalized coaching and study plans that are tailored to the student's strengths and weaknesses.

Embibe's AI-based learning solutions have earned company recognition from across the industry. In 2018, the company was acquired by Reliance Industries, one of the largest conglomerates in India. The acquisition has helped Embibe expand its reach and develop new products and services.

Embibe's focus on personalized learning has also earned recognition from educators and students alike. The company has received numerous awards and accolades, including the Best Education Company Award at the 2018 World Education Summit and the Best Use of Artificial Intelligence in Education Award at the 2019 EdTech Review Awards.

In addition to its personalized learning solutions, Embibe also offers a range of other services to students and educators. The company has partnered with several schools and colleges to provide training and support to teachers, and it offers a variety of resources for students preparing for college entrance exams.

Overall, Embibe is a leading ed-tech company in India that is making a significant impact on the education sector. Its personalized learning solutions are helping students achieve their academic goals and succeed in competitive exams, while its partnerships with schools and colleges are helping to improve the quality of education in India. With the backing of Reliance Industries, Embibe is well-positioned to continue its growth and innovation in the years to come.

**ABOUT THE FOUNDER**

Aditi Avasthi is an accomplished entrepreneur and the founder of Embibe, an Indian ed-tech company that offers personalized learning solutions to students preparing for entrance exams. Avasthi founded Embibe in 2012 to use technology to improve the quality of education in India and help students achieve their academic goals.

Avasthi's passion for education and technology stems from her own experiences as a student. She struggled with traditional teaching methods and found it difficult to keep up with her classmates. This experience inspired her to create a learning platform that could adapt to the individual needs of each student and help them achieve their full potential.

Under Avasthi's leadership, Embibe has become a leading ed-tech company in India. The company's personalized learning solutions have helped thousands of students improve their performance on entrance exams and achieve their academic goals. Embibe's success has also earned Avasthi recognition from across the industry.

In 2016, Avasthi was named to Fortune India's list of "40 Under 40" in the technology category. She has also been recognized by Forbes India as one of the "30 Under 30" in the technology category and by the Economic Times as one of the "Women Ahead" in the startup ecosystem.

In addition to her work at Embibe, Avasthi is also involved in several other initiatives aimed at improving the quality of education in India. She is a member of the board of directors of Teach For India, a non-profit organization that works to provide quality education to children from low-income communities. She is also a member of the board of directors of TiE Mumbai, a non-profit organization that supports entrepreneurship and innovation.

Overall, Aditi Avasthi is a highly respected entrepreneur and innovator who is making a significant impact on the education sector in India. Her vision and leadership have helped Embibe become a leader in the tech industry, and her work with non-profit organizations is helping to improve the quality of education for children across the country.

Embibe, the Indian ed-tech company founded by Aditi Avasthi in 2012, has experienced significant growth since its inception. Embibe's growth has been fueled by its innovative use of artificial intelligence and machine learning algorithms to provide personalised learning solutions to students preparing for entrance exams.

## **GROWTH OF COMPANY**

In 2015, Embibe received its first round of **funding from Lightbox Ventures**, a leading venture capital firm in India. The company used the funding to further develop its platform and expand its reach across the country. Embibe's personalised learning solutions were quickly embraced by students and educators, and the company began to gain traction in the highly competitive ed-tech market.

Embibe's growth continued in 2016 when it raised \$4 million in a funding round led by **Kalaari Capital**. The funding helped Embibe expand its operations and increase its offerings, including the launch of its AI-based platform for engineering and medical entrance exams.

In 2018, Embibe achieved a major milestone when it was **acquired by Reliance Industries**, one of the largest conglomerates in India. The acquisition provided Embibe with the resources it needed to continue its growth and innovation. Since the acquisition, Embibe has expanded its offerings to include a range of personalised learning solutions for students in grades 6-12, as well as resources for teachers and schools.

Embibe's growth has also been recognized by the industry. In 2019, the company was named the Best Use of Artificial Intelligence in Education at the EdTech Review Awards. The following year, Embibe was named the Best Online Test Preparation Platform at the Indian Education Awards. As per 2020 data, Embibe has over 10, 400 active users. The company has helped many students achieve their dream careers and thus has attracted the attention of investors. Reliance Industries holds an 85.38% stake in Embibe as of March 31, 2019. Some reports claim that Embibe's Annual Revenue is \$1.77M as of Dec 31, 2020.

In its bid to grow, Embibe has also acquired other edtech startups. Embibe acquired edtech startup 100 Marks in 2015. In 2019 Embibe acquired Funtoot, the world's first intelligent and adaptive personal tutor for the K12 segment. In the same year, Embibe also acquired Test Preparation startup MockBank. In 2020, Embibe acquired Online Tyari, an online platform that helps students prepare for competitive exams.

By introducing new programs and through new partnerships, Embibe is all set to change and enhance the learning experience of the students.

### **CUSTOMER REVIEWS**

**A).** Many students have praised Embibe for its adaptive learning algorithms, which help them identify their strengths and weaknesses and create personalised study plans. They have also appreciated the platform's comprehensive study material and mock tests, which have helped them prepare for entrance exams and improve their performance.

**B).** Educators have also been impressed with Embibe's offerings. They have highlighted the platform's ability to provide real-time feedback and insights into student performance, which has helped them tailor their teaching to the needs of each student. Educators have also appreciated the platform's ability to track student progress and identify areas where additional support may be needed.

**C).** In addition to its personalised learning solutions, Embibe has also been praised for its customer service. Students and educators have noted that the company is responsive to their needs and provides timely support when needed. Embibe's commitment to customer satisfaction has helped it establish a loyal customer base and earned it a reputation as a reliable and trustworthy tech provider.

## **CONCLUSION**

Overall, customer reviews of Embibe have been overwhelmingly positive. Students and educators alike have praised the company's innovative use of technology, personalised learning solutions, and commitment to customer satisfaction. As Embibe continues to grow and expand its offerings, it will likely continue to receive positive reviews from its customer.

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**3****FITTERNITTY: FITNESS BRAND****Dr. Shuchi Goel and Tanya Kushwaha****ABOUT THE ORGANIZATION**

FitterNity is a fitness company that offers personalised fitness and wellness programs to help individuals achieve their health and fitness goals. The company's mission is to empower people to live healthier and happier lives by providing customised fitness plans, nutritional guidance, and lifestyle coaching.

FitterNity offers a wide range of fitness programs, including personal training, group classes, and online coaching. Their team of certified fitness professionals works with clients to create personalised workout plans that are tailored to their specific needs and goals. They also offer nutritional counselling and guidance to help clients achieve a healthy and balanced diet. In addition, Fitter Nity provides lifestyle coaching to help clients make positive changes to their daily habits and routines.

One of the unique aspects of FitterNity is its focus on community and support. They believe that a strong support system is crucial to achieving long-term success in fitness and wellness. They offer group classes and events that bring together clients and trainers to foster a sense of community and encouragement. They also have an online community where clients can connect and share their experiences, challenges, and successes with others who are on the same journey.

Fitter Nity also places a strong emphasis on using technology to enhance its clients' experience. They have a user-friendly mobile app that allows clients to access their workouts, track their progress, and connect with their trainers all in one place. They also use data and analytics to monitor clients' progress and adjust their plans as needed to ensure they are on track to achieving their goals.

Overall, FitterNity is a company that is dedicated to helping individuals improve their health and wellness through personalised fitness and lifestyle coaching. With their focus on community, support, and technology, they provide a unique and effective approach to fitness that can help clients achieve long-term success.

Fitternity was acquired by Curefit on 9th Feb,2021

**ABOUT THE FOUNDER**

Neha Motwani is the founder and CEO of Fitternitty, a global fitness and wellness company that provides customized fitness plans, nutritional guidance, and lifestyle coaching to help individuals achieve their health and fitness goals. Neha Motwani is a passionate entrepreneur who is dedicated to helping people lead healthier and happier lives.

Motwani's journey as an entrepreneur began after she graduated with a Bachelor of Science in Business Administration from Northeastern University. She worked in the corporate world for several years, but always had a strong passion for fitness and wellness. She decided to pursue her dream of starting her own fitness company and founded Fitternitty in 2018.

Motwani's vision for Fitternitty was to create a company that would provide customized fitness plans and lifestyle coaching to help people achieve their fitness goals. She believes that a healthy lifestyle is a key to a happy and fulfilled life. She wanted to provide a solution for people who were struggling to find the time or motivation to stay fit and healthy.

Motwani's approach to fitness and wellness is unique in that she focuses on personalized plans that are tailored to each individual's needs and goals. She understands that everyone is different and requires a unique approach to achieve their fitness goals. She also believes that a strong support system is crucial to achieving long-term success in fitness and wellness. This is why Fitternitty places a strong emphasis on community and support, offering group classes and events that bring together clients and trainers to foster a sense of community and encouragement.

Motwani's passion and dedication to helping people achieve their fitness goals have led Fitternitty to become a global fitness and wellness company that serves clients from all over the world. Under her leadership, Fitternitty has grown rapidly, expanding its services and client base. She has also been recognized for her contributions to the fitness industry, receiving several awards and accolades.

Motwani's success as an entrepreneur is a testament to her passion, hard work, and dedication. She is an inspiration to many aspiring entrepreneurs who want to make a difference in the world. Her commitment to helping people live healthier and happier lives is evident in everything she does, and her vision for Fitternitty continues to inspire and motivate people to achieve their fitness goals.

## GROWTH OF THE ORGANISATION

Source-(herstory)

**"One of the biggest aspects of our growth has been that we have been adaptable and considerate of customer's requirements and have created a product that resonated with changing consumer needs," she adds.**

Fitternity has seen a 3x growth year on year overall and a revenue of \$16 million (Rs 114 crore). According to Neha, newer offerings like OnePass and Corporate Wellness are growing at 100 percent month on month. Users have also increased to one crore.

The initial investment in the company was Rs 1.5 crore, made by a friends and family investment round. Fitternity now has a slew of investors backing it: marquee investors like Patni family office, Taparia family office, Salgaocar family office, and Anjali Bansal among other industry leaders from India and Silicon Valley. It also plans to raise a Series B round later this year.

Since its founding in 2018, Fitternity has experienced impressive growth and has become a global fitness and wellness company. The company's focus on personalized fitness plans, nutritional guidance, and lifestyle coaching has resonated with clients from all over the world.

### VARIOUS REASONS FOR FITTERNITY GROWTH ARE

A).One of the key drivers of Fitternity's growth has been its **focus on using technology to enhance its services**. The company's user-friendly mobile app allows clients to access their workouts, track their progress, and connect with their trainers all in one place. This has made it easier for clients to stay on track and has helped them achieve their fitness goals faster.

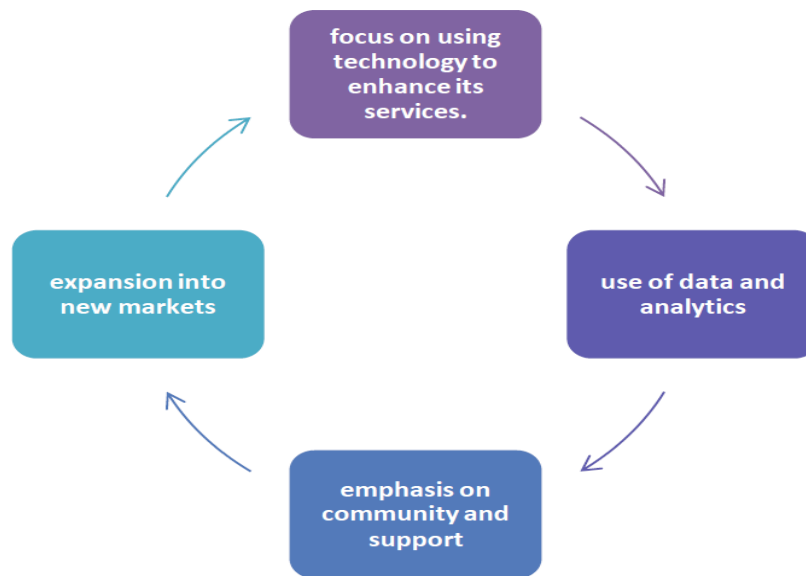
B).In addition, Fitternity's **use of data and analytics** has been instrumental in its growth. By tracking clients' progress and adjusting their plans as needed, the company has been able to provide more effective and customized fitness plans. This has led to higher client satisfaction and has helped the company attract new clients through word-of-mouth referrals.

C).Fitternity's **emphasis on community and support** has also been a significant factor in its growth. The company's group classes and events have brought together clients and trainers, fostering a sense of community and encouragement. This has helped clients stay motivated and has provided a support system to help them achieve their goals.



D). Another important driver of Fitternitty's growth has been its **expansion into new markets**. The company has been able to attract clients from all over the world, thanks to its online coaching services. This has enabled the company to reach a wider audience and has helped it establish itself as a global brand.

### GENESIS OF FITTERNITTY'S GROWTH



**Figure-1**

Source: - The Author

### CUSTOMER REVIEWS

Fitternitty places a strong emphasis on providing a high-quality customer experience, and this is evident in the positive reviews and experiences shared by clients. The company's personalized approach to fitness and wellness ensures that clients receive a customized plan that is tailored to their individual needs and goals. This attention to detail has helped the company establish a reputation for delivering excellent results.

One of the key factors in Fitternitty's success is its use of technology to enhance the customer experience. The company's mobile app allows clients to access their workouts, track their progress, and connect with their trainers all in one place. This has made it easier for clients to stay on track and has helped them achieve their fitness goals faster. Additionally, the company's online coaching services have made it possible for clients to receive personalized fitness plans and support from anywhere in the world.

Fitternitty's emphasis on community and support is another important aspect of the customer experience. The company's group classes and events have brought together clients and trainers, fostering a sense of community and encouragement. This has helped clients stay motivated and has provided a support system to help them achieve their goals.

The positive reviews and experiences shared by clients are a testament to Fitternitty's commitment to delivering a high-quality customer experience. Clients have praised the company for its personalized approach, use of technology, and emphasis on community and support. Many clients have shared stories of how Fitternitty has helped them achieve their fitness goals and improve their overall health and well-being.

In summary, Fitternitty provides a high-quality customer experience that is personalized, technology-driven, and supportive. The company's focus on these key areas has helped it establish a reputation for delivering excellent results and has led to positive reviews and experiences shared by clients. As Fitternitty continues to grow and innovate, the company's commitment to delivering a high-quality customer experience will likely remain a top priority.

## **LITTLE BLACK BOOK: AN ONLINE PLATFORM TO FIND LOCAL BRANDS AND BUSINESS**

**Dr. Shalini Gautam and Tanya Kushwaha**

### **ABOUT THE ORGANIZATION**

Little Black Book Company is a digital platform that aims to unite creative professionals and businesses around the world. Founded in 2013 by members of the creative industry, the company has quickly grown into a foremost platform for creatives looking to showcase their work and connect with potential clients.

One of the striking aspects of Little Black Book Company is its focus on the innovative industry. Unlike other job search websites or freelance marketplaces, Little Black Book Company caters specifically to creatives such as designers, photographers, writers, and producers. The platform allows creatives to build a portfolio of their work and share it with potential clients, as well as search for job prospects that match their skills and interests.

Little Black Book Company also offers a range of tools and resources to help creatives grow their careers. These include articles and guides on industry trends, career development, and job search strategies. The company also hosts events and workshops that bring together creatives from around the world to network, learn, and share ideas.

For businesses, Little Black Book Company supplies a convenient and reliable way to find and hire ultimate creative talent. Companies can search for freelancers or full-time employees based on their specific needs and criteria, and view their portfolios and resumes before reaching out. The platform also offers project management tools to help businesses streamline their workflow and collaborate more effectively with creatives.

Little Black Book Company has received numerous accolades for its innovative approach to connecting creatives and businesses. The platform has been featured in publications such as Forbes, Fast Company, and The Wall Street Journal, and has won awards from organizations such as the Webby Awards and the Digiday Awards.

In summary, Little Black Book Company is a digital platform that connects creatives with businesses around the world. With its focus on the creative industry, range of tools and resources, and innovative approach to job search and talent recruitment, Little Black Book Company has become a go-to platform for creatives and businesses alike.

### **ABOUT THE FOUNDER**

Sucheta Salwan is the founder and CEO of Little Black Book Company, a digital platform that connects creatives and businesses around the world. She is also the

founder of ExQ, an educational company that provides online courses and coaching to help students and professionals develop their executive functioning skills.

salwan's interest in learning and memory began when she was a student at Harvard University, where she struggled with ADHD and dyslexia. She developed her methods for studying and retaining information, which eventually led her to a successful career in education and training.

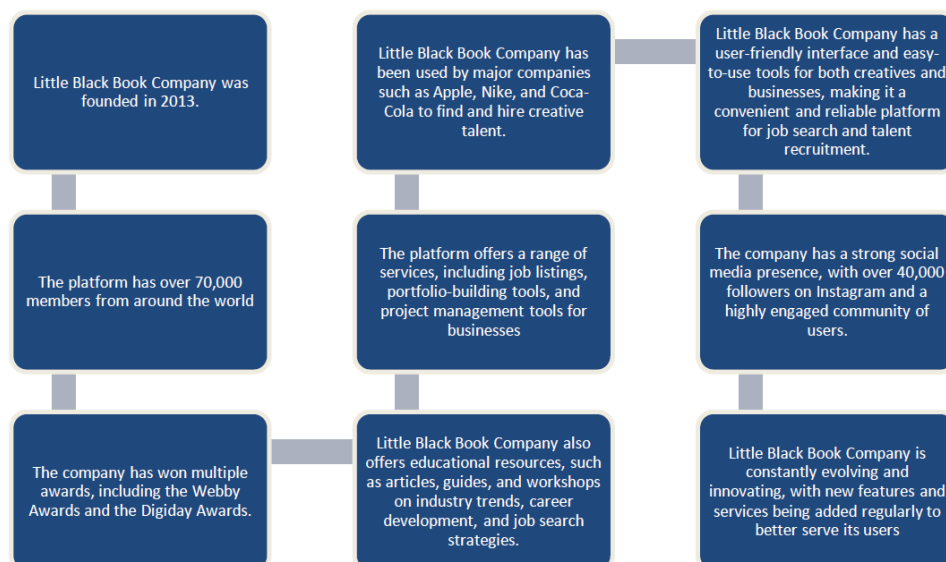
Salwan has authored several books on the topics of learning and memory, including "Executive Functioning Workbook for Teens," "Executive Functioning Workbook for Adults," and "Wired for Learning: How to Improve Your Learning Skills and Boost Your Brain Power." She has also been featured in numerous publications and media outlets, including The New York Times, The Wall Street Journal, and Forbes.

Salwan is a sought-after speaker and consultant, delivering keynote speeches and workshops to audiences around the world. She is known for her engaging and interactive presentations, which blend scientific research with practical tips and strategies for improving memory and learning.

## GROWTH OF THE COMPANY

LBB has raised over 7 Million USD from India's Top Investors such as Chiratae Ventures, Athera Ventures, Blume Ventures & tech stalwarts like Rajan Anandan, Niraj Singh, Sachin Bhatia. In 2022, LBB was successfully acquired by Nykaa, India's premier lifestyle (Beauty, Fashion, Home) retailer. LBB continues to operate and grow independently.

## STATISTICS ABOUT GROWTH OF LITTLE BLACK BOOK



**Figure-1**

Source: - The author

## **CUSTOMER REVIEWS**

Little Black Book Company is known for its high-quality customer service, with a focus on **providing a seamless and enjoyable experience for its users**. The platform has received numerous positive customer service reviews, with users praising the company's responsiveness, helpfulness, and professionalism.

One of the key ways that Little Black Book Company ensures a **positive customer service experience is by offering multiple channels for users to get in touch with the support team**. The platform has a dedicated support email address and phone number, as well as a live chat feature on the website. This allows users to choose the method that works best for them and receive a timely response to their queries.

In addition to being responsive, the customer service team at Little Black Book Company is known for being **knowledgeable and helpful**. They can assist users with a wide range of issues, from technical problems to questions about job search and portfolio building. The team is also known for being friendly and approachable, creating a welcoming and supportive environment for users.

Another way that Little Black Book Company prioritizes customer service is by actively **soliciting feedback from users**. The platform regularly sends out **surveys and asks for user reviews**, allowing them to gather insights and make improvements based on customer feedback. This helps to ensure that the platform is meeting the needs of its users and providing a positive experience for all.

Overall, the customer service experience at Little Black Book Company is highly rated by users, with many citing it as a key reason for their continued use of the platform. The company's commitment to responsiveness, helpfulness, and user feedback has helped to create a loyal and satisfied customer base and positions Little Black Book Company as a leader in the creative industry job search and talent recruitment space.

## **LOGINEXT: SAAS COMPANIES TO MANAGE AND OPTIMIZE LOGISTICS AND FIELD SERVICES OPERATIONS**

**Dr. Rashmi Chawla and Tanya Kushwaha**

### **ABOUT THE ORGANIZATION**

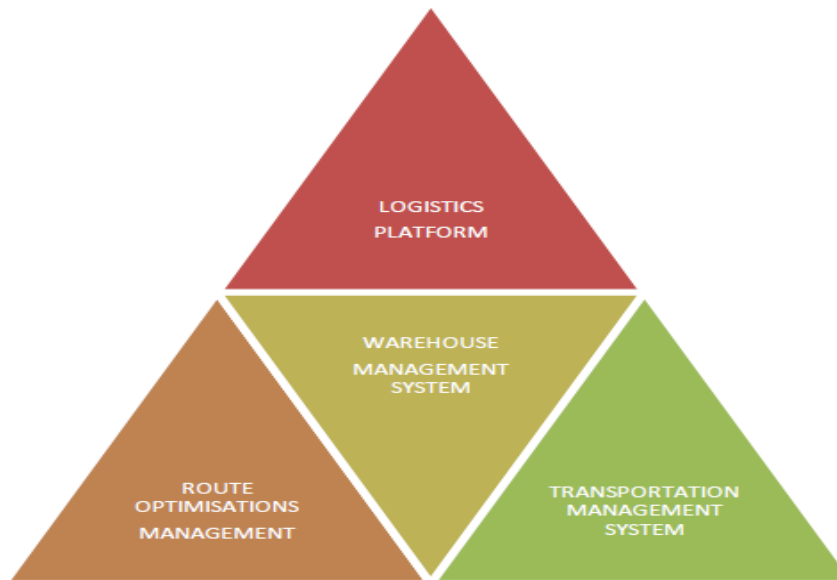
Loginext is a leading logistics and supply chain management company based in Mumbai, India. The company was founded in 2014 by Dhruvil Sanghvi and Manisha Raisinghani, with a mission to optimize logistics and supply chain management processes using technology.

LogiNext's innovative platform utilizes machine learning and predictive analytics to provide real-time insights into logistics operations, enabling companies to optimize their supply chains and increase efficiency. This has made the company a popular choice among businesses looking to streamline their logistics operations.

One of the key features of LogiNext's platform is its ability to track shipments in real time, providing customers with up-to-date information on the status of their deliveries. This has helped improve customer satisfaction and build trust with customers.

The company has also developed a reputation for its excellent customer service, with customers praising the company's responsiveness and willingness to go above and beyond to ensure that their needs are met. The company has a dedicated customer support team that is available 24/7 to answer any questions or concerns that customers may have.

In addition to its logistics platform, LogiNext has also developed several other tools to help businesses manage their supply chains more efficiently. These include a warehouse management system, a transportation management system, and a route optimization tool.

**Figure-1**

*Source:-The author*

LogiNext's commitment to innovation has also helped the company expand its operations beyond India, with offices in the United States, the United Kingdom, and Singapore. The company has worked with a range of clients, including major retailers, e-commerce companies, and healthcare providers.

Overall, LogiNext's innovative platform and commitment to customer service have helped the company become a leader in the logistics and supply chain management industry. Its real-time tracking, machine learning, and predictive analytics capabilities have helped businesses streamline their logistics operations and improve their bottom line. With a continued focus on innovation and customer service, LogiNext is well-positioned for continued growth and success in the future.

### **ABOUT THE FOUNDER**

Manisha Raisinghani is a prominent entrepreneur and businesswoman based in Mumbai, India. She is the co-founder of LogiNext, a leading logistics and supply chain management company that uses technology to optimize logistics processes.

Raisinghani's journey as an entrepreneur began after completing her Bachelor's degree in Electronics and Telecommunications Engineering from Mumbai University. She then went on to earn a Master's degree in Electrical and Computer Engineering from Carnegie Mellon University in the United States.

After completing her education, Raisinghani worked at several tech companies in the United States before returning to India to co-found LogiNext with Dhruvil Sanghvi in 2014. Raisinghani was responsible for developing the company's logistics platform and implementing its predictive analytics and machine learning capabilities.

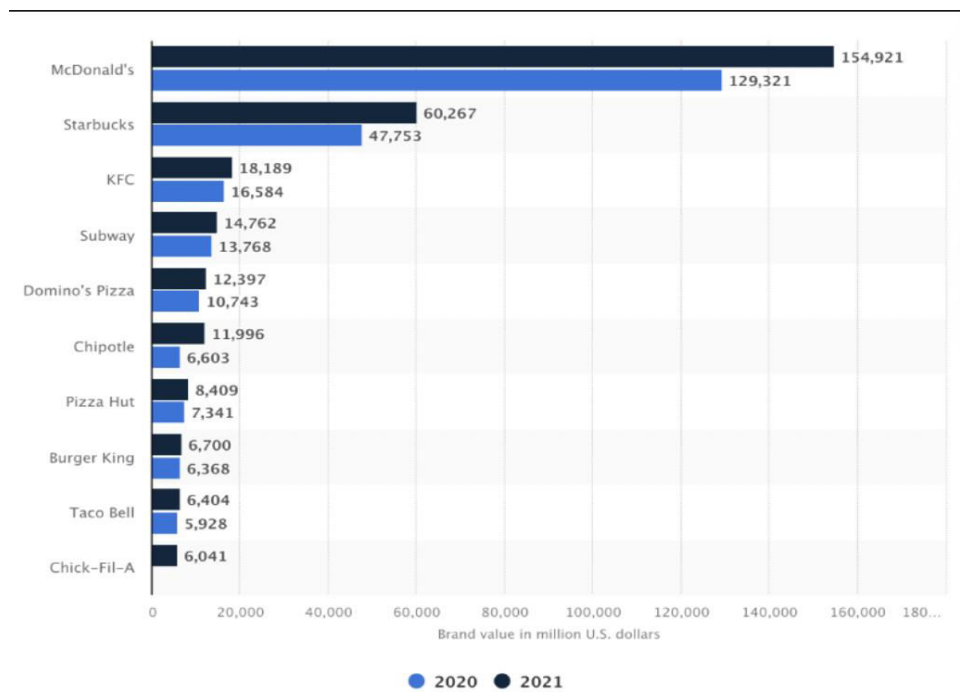
Under Raisinghani's leadership, LogiNext has become one of the most innovative logistics and supply chain management companies in India. The company's platform has helped businesses across various industries optimize their logistics operations, resulting in significant cost savings and increased efficiency.

In addition to her work at LogiNext, Raisinghani has been recognized for her contributions to the Indian tech industry. In 2018, she was listed on Forbes' "30 Under 30 Asia" list, which recognizes young entrepreneurs and business leaders who are making a significant impact in their respective fields.

Raisinghani is also a strong advocate for women in technology and entrepreneurship. She has spoken at various events and conferences about the need for more women in leadership positions and has mentored several aspiring female entrepreneurs.

Overall, Manisha Raisinghani's innovative spirit and leadership have helped her achieve significant success as an entrepreneur and businesswoman. Her contributions to the logistics and supply chain management industry have helped businesses streamline their operations and improve their bottom line. As a role model for women in tech and entrepreneurship, Raisinghani's impact will continue to be felt for years to come.

### 3. GROWTH OF THE COMPANY



Source :-(loginextsolutions.com)

Here we can see company's growth in 2021, from its industry customers.

Since its founding in 2014, the company has grown significantly, thanks in large part to its innovative technology solutions and leadership team.



Under the leadership of co-founders Manisha Raisinghani and Dhruvil Sanghvi, LogiNext has experienced rapid growth. The company's logistics platform has helped businesses across various industries optimize their supply chain processes, resulting in significant cost savings and increased efficiency.

LogiNext's proprietary software uses real-time data to optimize delivery routes and schedules, helping companies streamline their logistics operations. The company has also implemented predictive analytics and machine learning capabilities, allowing businesses to anticipate and respond to changes in demand.

In addition to its technology solutions, LogiNext has also expanded its operations geographically. The company now has offices in several cities across India and has expanded internationally, with offices in the United States, Singapore, and the Middle East.

LogiNext's growth has not gone unnoticed in the tech industry. The company has won several awards and accolades, including the Frost & Sullivan "Entrepreneurial Company of the Year" award in 2017 and the Deloitte Technology Fast 50 award in 2019.

Looking to the future, LogiNext shows no signs of slowing down. The company continues to innovate and develop new solutions to help businesses optimize their supply chain processes. With the logistics industry in India poised for significant growth in the coming years, LogiNext is well-positioned to continue its upward trajectory and become a leader in the industry.

LogiNext's innovative technology solutions and efficient supply chain management have helped numerous businesses across various industries streamline their operations and achieve significant cost savings. As a result, the company has received many positive customer reviews.

## **CUSTOMER REVIEWS**

Customers appreciate the company's software platform, which uses real-time data to optimize delivery routes and schedules. Many have found that it helps them save time and money while improving their overall logistics operations. One customer noted that LogiNext's software "has completely transformed our logistics and has reduced our costs by 20-30%." Another praised the company for its "great customer service and support."

LogiNext's predictive analytics and machine learning capabilities have also received praise from customers. One customer noted that "LogiNext's predictive analytics has helped us anticipate changes in demand and respond proactively." Another added, "their machine learning algorithms have allowed us to optimize our delivery schedules and reduce transportation costs significantly."

Customers have also praised the company's customer support team. Many have noted that LogiNext's support team is responsive and helpful, providing timely solutions to any issues that arise. One customer noted that "LogiNext's customer support is excellent, they are always available and willing to help."

Overall, LogiNext's customers are impressed with the company's technology solutions, customer support, and overall efficiency. The company's innovative approach to supply chain management has helped businesses achieve significant cost savings while improving their operations. As a result, LogiNext continues to receive positive reviews from satisfied customers.

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**6****INSTASCRIBE AND POTH.COM: ENABLE USERS TO CREATE BOOKS****Dr. Pooja Sharma and Tanya Kushwaha****ABOUT THE ORGANISATION****A).INSTASCRIBE**

InstaScribe is a digital publishing and distribution platform that provides a range of services for authors, publishers, and businesses. The company was founded in 2012 by Sandeep Singh and has since become a leading player in the digital publishing industry.

InstaScribe's platform allows authors to easily convert their manuscripts into digital formats and distribute them to major ebook retailers like Amazon, Apple, and Barnes & Noble. The platform also provides tools for editing, formatting, and proofreading, as well as marketing and promotion services to help authors build their brands and reach new readers.

For publishers, InstaScribe offers a range of services to help streamline the publishing process and improve efficiency. The company's platform allows publishers to manage their digital content in one place, reducing the need for multiple tools and systems. InstaScribe also provides tools for metadata management, content conversion, and digital rights management, among other services.

In addition to its services for authors and publishers, InstaScribe also offers customised solutions for businesses looking to create and distribute digital content. These solutions include content marketing services, e-learning platforms, and customised publishing tools.

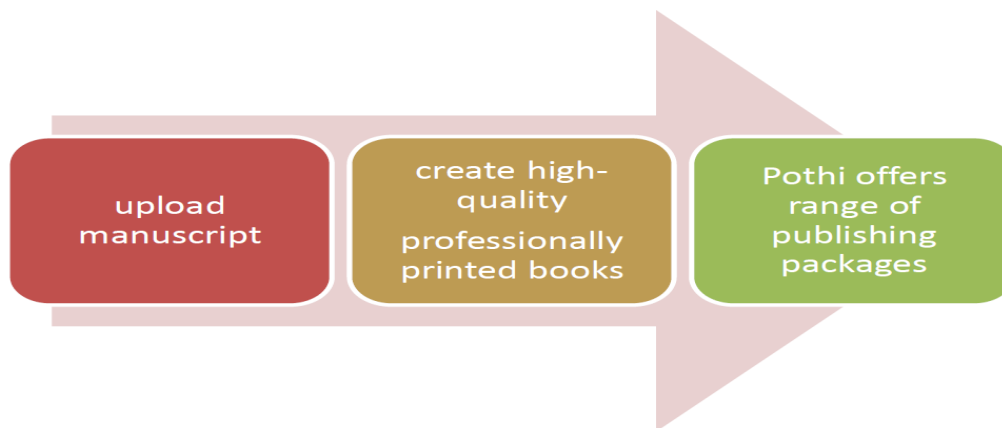
Overall, InstaScribe has quickly established itself as a leader in the digital publishing industry, offering a comprehensive suite of services for authors, publishers, and businesses alike. With its focus on innovation and customer satisfaction, the company is well-positioned to continue its growth and success in the years to come.

**B). POTH.COM**

Pothi.com is an online publishing platform that offers a range of services for authors, publishers, and businesses looking to create and distribute digital content. The company was founded in 2008 by Jaya Jha and Abhaya Agarwal and has since become a leading player in the digital publishing industry.

One of the key services offered by Pothi.com is its self-publishing platform for authors. The platform allows authors to easily upload their manuscripts and create high-quality, professionally printed books. Pothi.com offers a range of publishing packages, from basic to premium, to meet the needs of authors at different stages of their writing careers.

The process of publishing books on Pothi.com



**Figure-1**

*Source:-The author*

For publishers, Pothi.com offers a range of services to help streamline the publishing process and improve efficiency. The company's platform allows publishers to manage their digital content in one place, reducing the need for multiple tools and systems. Pothi.com also provides tools for metadata management, content conversion, and digital rights management, among other services.

In addition to its services for authors and publishers, Pothi.com also offers customized solutions for businesses looking to create and distribute digital content. These solutions include content marketing services, e-learning platforms, and customized publishing tools.

Overall, Pothi.com has quickly established itself as a leader in the digital publishing industry, offering a comprehensive suite of services for authors, publishers, and businesses alike. With its focus on innovation and customer satisfaction, the company is well-positioned to continue its growth and success in the years to come.

### **ABOUT THE FOUNDER**

Jaya Jha is an Indian entrepreneur and co-founder of Pothi.com, an online self-publishing platform that enables authors to easily create, publish, and distribute their work. Jaya Jha started her career as a software engineer, working for various IT companies in India and the US.

In 2008, Jaya Jha co-founded Pothi.com with Abhaya Agarwal, recognizing the need for a self-publishing platform in India that would give authors an affordable and easy way to publish their work. Since then, Pothi.com has become a major player in the Indian publishing industry, offering a range of services for authors, publishers, and businesses.

As a co-founder of Pothi.com, Jaya Jha has played a crucial role in the company's success, leading its growth and development over the years. She has been instrumental

in developing the platform's technology, building partnerships with major ebook retailers, and creating innovative marketing and promotion strategies to help authors reach new audiences.

Jaya Jha is also a vocal advocate for entrepreneurship and women in tech. She has spoken at numerous conferences and events, sharing her experiences and insights with aspiring entrepreneurs and tech professionals. She has also been recognized for her contributions to the Indian startup ecosystem, receiving awards from organisations like the Indian Angel Network and the TiE Global Entrepreneurship Organization.

Through her work with Pothi.com and her advocacy for entrepreneurship and women in tech, Jaya Jha has made a significant impact on the Indian startup community. Her dedication to innovation and customer satisfaction has helped Pothi.com become a trusted and reliable partner for authors, publishers, and businesses, and her leadership and vision have inspired countless others to pursue their entrepreneurial dreams.

Pothi.com and InstaScribe are two Indian startups that have experienced significant growth in recent years. Both companies offer innovative solutions to address the needs of writers, publishers, and businesses, leveraging technology to streamline the publishing process and enhance the reading experience for consumers.

Pothi.com was founded in 2008 by Jaya Jha and Abhaya Agarwal and has since grown to become one of the leading self-publishing platforms in India. The platform offers a range of services for authors, including formatting and design, cover creation, printing and distribution, and marketing and promotion. Pothi.com's user-friendly interface and affordable pricing have made it a popular choice for both established and aspiring authors, helping them bring their work to a wider audience.

### **GROWTH OF THE COMPANY**

In recent years, Pothi.com has seen significant growth, driven in part by the rise of digital publishing and the increasing demand for self-publishing services. The company has expanded its reach by partnering with major ebook retailers, including Amazon and Kobo, and has launched a range of new services to meet the evolving needs of its customers. Pothi.com's success has also been recognized by industry experts, with the company winning numerous awards for its innovation and excellence.

InstaScribe is another Indian startup that has seen remarkable growth in recent years. Founded in 2012 by Kartik Shankar and his team, InstaScribe is a cloud-based platform that offers a range of tools for publishers, authors, and businesses to create and distribute digital content. The platform includes features like automated formatting, distribution to major ebook retailers, and analytics to help publishers and authors track their sales and engagement.

InstaScribe's growth has been fueled by its focus on innovation and user experience. The platform's intuitive interface and robust feature set have made it a popular choice

for authors and publishers, particularly those looking to reach a global audience. The company has also expanded its reach through partnerships with major ebook retailers, including Amazon and Google Play, and has launched a range of new products and services to meet the evolving needs of its customers.

In conclusion, Pothi.com and InstaScribe are two Indian startups that have achieved remarkable growth in recent years, leveraging technology to provide innovative solutions for writers, publishers, and businesses. Their success is a testament to the power of entrepreneurship and innovation and highlights the potential for startups to make a significant impact on their respective industries. With their dedication to customer satisfaction and their commitment to continued innovation, both companies are poised to continue their growth and success in the years to come.

Both InstaScribe and Pothi.com have established a reputation for excellent customer service, which has played a significant role in their growth and success. The companies have a dedicated support team that is available to answer questions and provide assistance to customers, whether they are authors, publishers, or businesses.

## **CUSTOMER REVIEWS**

Pothi.com has received positive reviews from its customers for

1. Its efficient and responsive customer service. The platform's user-friendly interface has also been highlighted as a major plus, with many customers appreciating how easy it is to use and navigate. Additionally,
2. Pothi.com's pricing has been praised as being affordable and transparent, making it accessible to a wide range of authors and publishers.

Similarly, InstaScribe has received high marks for its customer service and support,

1. Many customers praising the platform's responsiveness and willingness to address their concerns.
2. The company's user interface has also been lauded for its intuitive design, making it easy for authors and publishers to create and distribute their content.
3. InstaScribe's analytics tools have also received positive feedback, with many users finding them helpful for tracking their sales and engagement.

In terms of reviews, both InstaScribe and Pothi.com have received generally positive feedback from their users. On sites like Trustpilot and Google Reviews, customers have praised the companies for their professionalism, reliability, and dedication to customer satisfaction. However, there have also been some negative reviews, with some users highlighting issues with the platforms' functionality or customer service.

Overall, InstaScribe and Pothi.com have established themselves as reliable and trustworthy partners for writers, publishers, and businesses. Their commitment to

customer service and support has helped them build a loyal customer base, and their innovative solutions have helped many authors and publishers bring their work to a wider audience. While there have been some bumps along the way, the positive feedback from their customers is a testament to their success and potential for continued growth.

## **REFUNDME.IN: CLAIM COMPENSATION EASILY**

**Dr. Navya Jain and Tanya Kushwaha**

### **ABOUT THE ORGANIZATION**

Refundme.in is an online platform that helps users claim compensation for delayed or cancelled flights. The platform was founded in 2015 by Praveen Sinha and Akanksha Anshu as managing director the platform was one of the first of its kind in India.

The process of claiming compensation for a delayed or cancelled flight can often be time-consuming and frustrating, with many passengers unsure of their rights and how to go about claiming compensation. Refundme.in seeks to simplify this process by providing a user-friendly platform that guides users through the process of claiming compensation.

The platform works by allowing users to enter details of their flights and any delays or cancellations they experienced. Refundme.in then uses this information to determine if the user is eligible for compensation under Indian aviation laws. If the user is eligible, the platform assists in filing a claim with the airline on behalf of the user.

Since its founding, Refundme.in has helped thousands of passengers claim compensation for delayed or cancelled flights. The platform has a high success rate in claiming compensation, with many users reporting receiving their compensation within weeks of filing a claim.

In addition to its focus on helping passengers claim compensation, Refundme.in is also committed to educating users about their rights and the process of claiming compensation. The platform offers resources and guides to help users understand their rights and navigate the process of filing a claim.

Overall, Refundme.in has played an important role in simplifying the process of claiming compensation for delayed or cancelled flights in India. Its user-friendly platform, commitment to educating users, and high success rate in claiming compensation have made it a valuable resource for passengers in India. As more people become aware of their rights and the services offered by Refundme.in, the platform will likely continue to grow and help even more passengers claim the compensation they are entitled to.

### **ABOUT THE FOUNDER**

Aakanksha Sahu is a key member of the team at Refundme.in, an online platform that helps passengers claim compensation for delayed or cancelled flights. Sahu joined the company in 2016 as a Customer Service Executive and has since risen through the ranks to become a Manager in the Operations department.



Sahu's role at Refundme.in is to oversee the team responsible for filing claims with airlines on behalf of users. She is responsible for ensuring that claims are processed quickly and accurately and that users receive their compensation promptly.

One of Sahu's key strengths is her commitment to providing excellent customer service. She is known for her friendly and approachable manner and is always willing to go above and beyond to help users. This has helped to build trust and loyalty among Refundme.in's users, many of whom return to the platform to claim compensation for future flights.

In addition to her customer service skills, Sahu is also a skilled problem-solver. She is adept at navigating the complexities of aviation law and can quickly identify the best course of action for each claim. Her attention to detail and organisational skills have helped to streamline the claims process at Refundme.in, making it faster and more efficient for users.

Sahu's contributions to Refundme.in have been instrumental in the platform's success. Her commitment to customer service and her skills as a problem-solver has helped to build the platform's reputation as a reliable and trustworthy resource for passengers seeking compensation for delayed or cancelled flights.

Overall, Aakanksha Sahu is a valuable member of the Refundme.in team, and her contributions have played an important role in the growth and success of the platform. Her commitment to providing excellent customer service and her skills as a problem-solver has helped to build trust among users and ensure that Refundme.in remains a leading platform in the Indian aviation industry.

## **GROWTH OF THE COMPANY**

Refundme.in has seen impressive growth since its founding in 2015. The platform has helped thousands of passengers claim compensation for delayed or cancelled flights, and its user base continues to expand. As of 2021, Refundme.in has filed claims on behalf of over 30,000 users and has helped secure more than INR 65 crores in compensation.

One of the key factors driving Refundme.in's growth has been its commitment to customer service and user satisfaction. The platform has a high success rate in claiming compensation, and users have praised the platform's user-friendly interface and helpful customer service representatives. This has helped to build trust and loyalty among Refundme.in's users, many of whom have recommended the platform to friends and family.

Another factor contributing to Refundme.in's growth has been its expansion into new markets. The platform initially focused on the Indian market but has since expanded to serve users in other countries, including the United States, Canada, and the United

Kingdom. This has helped to diversify Refundme.in's user base and ensure that the platform remains relevant in an increasingly globalized world.

Looking ahead, Refundme.in is poised for continued growth and success. As more people become aware of their rights and the services offered by Refundme.in, it is likely that the platform will continue to attract new users and help even more passengers claim the compensation they are entitled to. With its user-friendly platform, commitment to customer service, and impressive success rate, Refundme.in is well-positioned to remain a leader in the aviation compensation industry for years to come.

### **CUSTOMER REVIEWS**

Customer service is a key element of the success of Refundme.in. As an online platform that helps passengers claim compensation for delayed or cancelled flights, Refundme.in places a high priority on providing excellent customer service to its users.

Various ways through which refundme.in provides customer services

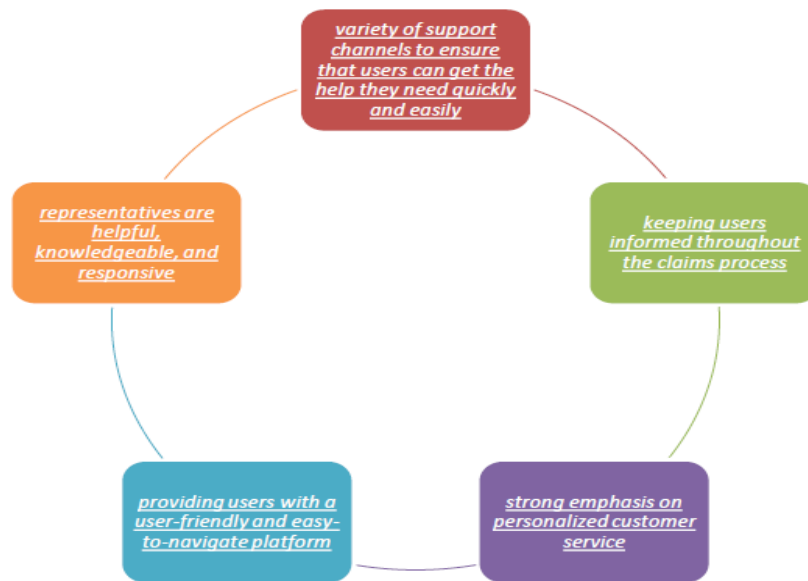
**A).**One of the ways that Refundme.in ensures a positive customer service experience is by providing users with a user-friendly and easy-to-navigate platform. The platform has been designed with the needs of users in mind and features a simple and intuitive interface that allows users to file claims quickly and easily. Users can also track the progress of their claims in real time, which helps to keep them informed and engaged throughout the process.

**B).**In addition to its user-friendly platform, Refundme.in also places a strong emphasis on personalized customer service. The company has a dedicated team of customer service representatives who are available to assist users with any questions or concerns they may have. The customer service team is known for its responsiveness and attentiveness and is always willing to go above and beyond to help users.

**C).**Users have praised Refundme.in's customer service, noting that representatives are helpful, knowledgeable, and responsive. The platform has a high rating on customer review sites such as Trustpilot, with many users citing the company's excellent customer service as a key factor in their positive experience.

**D).**Refundme.in also offers a variety of support channels to ensure that users can get the help they need quickly and easily. Users can contact the customer service team by phone, email, or live chat, and can expect prompt and helpful responses regardless of the channel they choose.

**E).**Another way that Refundme.in ensures a positive customer service experience is by keeping users informed throughout the claims process. The platform sends regular updates to users, letting them know the status of their claims and what steps are being taken to secure their compensation. This helps to build trust and confidence among users and ensures that they remain engaged and invested in the claims process.

**Figure-1**

Source:-The author

Overall, the customer service experience at Refundme.in is top-notch. The platform has invested heavily in its customer service infrastructure, and the results are clear. Users consistently report positive experiences with the platform's customer service representatives, and the company has built a reputation as a reliable and trustworthy resource for passengers seeking compensation for delayed or cancelled flights.

In conclusion, customer service is a critical element of the success of Refundme.in. The platform's commitment to providing personalized, responsive, and informative customer service has helped to build trust and loyalty among users and has contributed to the platform's impressive growth and success. With its user-friendly platform, attentive customer service representatives, and high success rate in securing compensation, Refundme.in is well-positioned to continue to grow and serve users in the years to come.

## **RIVIGO: LOGISTICS STARTUP**

**Dr. Khushbu Khurana and Tanya Kushwaha**

### **ABOUT THE ORGANIZATION**

Rivigo is an Indian logistics company that was founded in 2014 by Deepak Garg and Gazal Kalra. The company has disrupted the traditional logistics industry with its innovative approach to logistics management and the use of technology. Rivigo's mission is to "make logistics human," and it has been able to achieve this by improving the efficiency of logistics operations and reducing the burden on drivers.

Rivigo's unique business model is based on a "relay" system, in which a driver hands over the truck and cargo to another driver at designated relay points along the route. This system allows Rivigo to ensure that drivers are well-rested and can complete long-haul journeys without compromising on safety. The relay system also helps reduce the transit time for goods and increases the efficiency of logistics operations.

One of the key factors that have contributed to Rivigo's success is its use of technology. The company has developed its technology platform, called "Rivigo Grid," which uses algorithms to optimize logistics operations and improve delivery times. The platform also provides real-time visibility into the location of trucks and cargo, which helps improve the accuracy of delivery estimates.

Rivigo's innovative approach to logistics management and use of technology has earned it recognition from the industry. In 2018, the company was named the "Most Disruptive Innovation" at the Economic Times Awards for Corporate Excellence. The following year, Rivigo was included in the prestigious Forbes India 30 Under 30 list.

Customer reviews of Rivigo have been overwhelmingly positive. Many customers have praised the company's reliability and efficiency in delivering goods. They have also noted the company's commitment to safety and its use of technology to improve logistics operations. Additionally, drivers who work for Rivigo have expressed satisfaction with the company's focus on driver welfare and the relay system, which allows them to complete long-haul journeys without compromising on rest and safety.

Rivigo's success has also been reflected in its financial performance. The company has raised over \$300 million in funding from leading investors such as Warburg Pincus, SAIF Partners, and Softbank Vision Fund. Rivigo's growth and success have helped it establish itself as a leader in the logistics industry and a shining example of how innovative technology can disrupt traditional industries. Mahindra Logistics acquired Rivigo at Rs.225 Crore on 9th Novemebr,2022.

**ABOUT THE FOUNDER**

Kalra's journey in the logistics industry began when she worked as a consultant for Bain & Company, where she gained insights into the challenges faced by the logistics industry. She realized that the industry was ripe for disruption and founded Rivigo intending to make logistics human and improve the lives of drivers.

As the co-founder and chief business officer of Rivigo, Kalra has played a pivotal role in shaping the company's growth and success. She has been responsible for developing and executing the company's business strategy and expanding its customer base. Under her leadership, Rivigo has grown rapidly and has been recognized for its innovative approach to logistics management.

Kalra's entrepreneurial spirit and leadership skills have earned her recognition from the industry. In 2017, she was named one of the "Top 40 Under 40" entrepreneurs by Business Today. The following year, she was included in the prestigious Forbes India 30 Under 30 list.

Kalra is also a strong advocate for women in leadership positions and has been actively involved in promoting gender diversity in the workplace. She has spoken about the need for more women to take up leadership roles and has encouraged women entrepreneurs to pursue their dreams and overcome challenges.

In addition to her work at Rivigo, Kalra is also a board member of the All India Road Transport Association and a member of the Confederation of Indian Industry's National Committee on Logistics. She has been a keynote speaker at various industry events and has shared her insights on the logistics industry and the role of technology in transforming traditional industries.

Kalra's success as an entrepreneur and her contributions to the logistics industry has made her a role model for aspiring entrepreneurs, especially women. Her focus on creating a more human-centered approach to logistics management and her commitment to promoting gender diversity in the workplace has made her a respected and admired leader in the industry.

**RIVIGO'S RELAY TRUCK BUSINESS MODEL**

One of the key factors contributing to Rivigo's growth has been its innovative approach to logistics management. Rivigo uses a proprietary algorithm and a unique driver relay model to optimize logistics operations and reduce transit times. The driver relay model ensures that drivers are not overworked and get enough rest, resulting in fewer accidents and better driver retention rates.

Rivigo's innovative approach has earned it recognition from the industry and investors. The company has raised over \$500 million in funding from investors such as Warburg Pincus, SAIF Partners, and Softbank Vision Fund. The funding has helped Rivigo expand its operations and invest in technology to improve its logistics services.

Rivigo has also been recognized for its contribution to the logistics industry. The company was named the "Logistics Company of the Year" at the Economic Times Awards for Corporate Excellence in 2017. The following year, Rivigo was included in the CNBC TV18 Disruptors list, which recognizes companies that are disrupting traditional industries with innovative approaches.

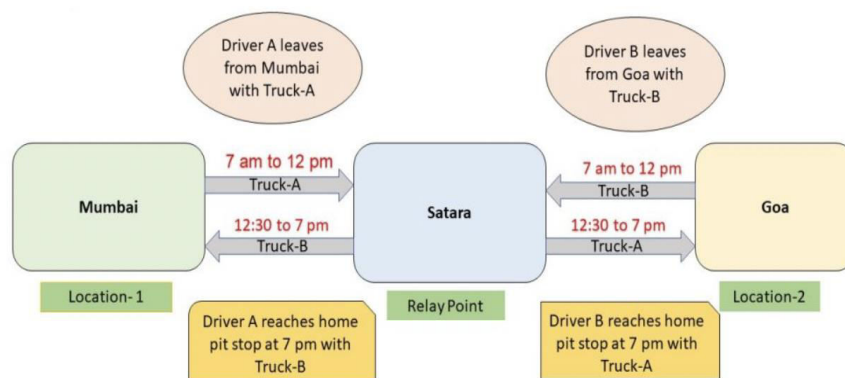
Rivigo is noteworthy because it has come up with a business model suited to India's needs rather than imposing one that was developed for western markets. While its trucks are on the road 24/7, several drivers are used on long routes in a relay system. India has always been decentralised, less a country than an agglomeration of localities. The big centralised scalability of China, which the world's big logistics companies rely on, rarely works in India.

As Rivigo continues to grow, it has also been focused on sustainability and reducing its carbon footprint. The company has introduced electric vehicles in its fleet and has set a target of achieving a 100% electric fleet by 2030. This commitment to sustainability has helped Rivigo differentiate itself from other logistics companies and has been well-received by customers.

Relay Trucking is an operating model innovation where drivers change over after every few hundred kilometres of driving through a network of change-over stops called "relay pit-stops" and then get rostered back to their home base to return to their families every single day.

Relay Trucking is better service, more efficient and human

### Rivigo Relay Business Model



**Figure-1**

Source-(thestrategystory.com)

### BENEFITS OF “RIVIGO RELAY TRUCK PILOT MODEL”

#### 1. Air Equivalent Transit Time

Unique driver relay model ensures 50-70% reduction in transit times. These rapid transit times enable customers to reimagine their supply chain by cutting-down inventory costs,

reducing working capital, lowering storage space, preventing stock-outs, and improving speed to market.

## **2.Higher Asset Utilization**

Our purpose is to solve the Indian logistics problem through data and technology. We have already optimized routes and rely heavily on data analytics for resource allocation. This, in turn, gives us 2-3x higher asset utilization making our systems more efficient and pilots happier at the same time.

## **3. Times Safer Than Industry**

We emphasize on the need to eliminate unscheduled stoppages and inefficiencies in driving as opposed to speeding to meet turnaround time. Truck drivers' families have gone from living in the constant fear of road accidents to now having peace of mind.

## **4. Pilots Return Home Every Day**

From being the outcast in the society to now getting respected as a key enabler of India's economic warfare, the 'Rivigo Truck Pilot' has come a long way. He has a family life and the ability to support them financially.

## **CUSTOMER REVIEWS**

Rivigo has been well-received by customers, and this is reflected in the company's customer ratings. Customers have praised Rivigo's innovative approach to logistics, which has resulted in faster and more efficient delivery times.

Many customers have also appreciated the real-time updates provided by Rivigo's customer support team, which helps them stay informed about the status of their shipments. This has helped build trust with customers and has contributed to the company's success.

One of the standout features of Rivigo's logistics services is the driver relay model, which ensures that drivers are well-rested and able to deliver shipments faster and more efficiently. This has resulted in a high level of customer satisfaction, with many customers praising the professionalism and efficiency of Rivigo's drivers.

In addition, Rivigo's focus on sustainability has also been well-received by customers. Customers appreciate the company's commitment to reducing its carbon footprint and are happy to support a company that is actively working towards a more sustainable future.

Overall, customers have rated Rivigo highly for its innovative approach to logistics, focus on customer service, and commitment to sustainability. These factors have contributed to Rivigo's growth as a leading logistics company in India and have helped the company build a loyal customer base.

**SAHAFUND: PROMOTES INVESTMENT IN WOMEN –LED VENTURES****Ms. Pooja Tripathi and Tanya Kushwaha****ABOUT THE ORGANISATION**

Saha Fund is a venture capital firm that has a unique investment philosophy of promoting women's participation in the economy through value investing. They believe in discovering and leveraging untapped women's talent and bringing them to the forefront of the industry. By promoting women in the industry and women-focused products and services, Saha Fund aims to be a part of building tomorrow's women senior managers, top leadership, and board members.

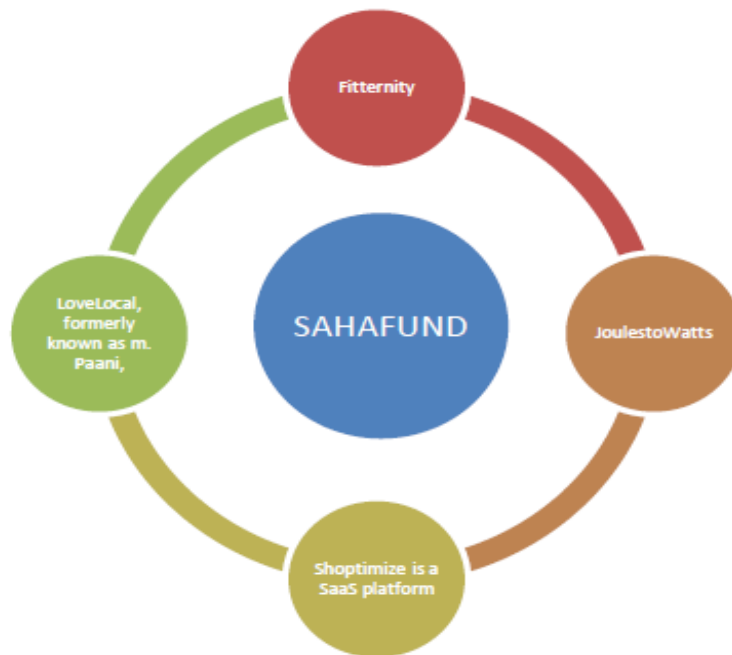
Saha Fund invests in companies across various sectors such as e-commerce, social media, mobile, cloud, analytics, education, healthcare, food tech, and tech platforms. The companies that come under their investment portfolio are those that can scale up by leveraging digital. Saha Fund believes that companies with more women in leadership perform significantly better financially, with a 35% higher ROI and 56% better operating results. Therefore, they focus on investing in companies that have a majority of the workforce as women or are creating a service or product for women.

One of the companies that Saha Fund has invested in is LoveLocal, formerly known as m. Paani, which is digitizing and organizing local retailers to deliver the neighborhood shopping experience of the future. Another company is Fitternity, India's largest fitness discovery and booking platform, which enables users to discover new forms of fitness, experience them with trials and purchase fitness services or memberships across various fitness forms like gyms, yoga, Zumba, marathon training, personal trainers, healthy meals, and many more.

JoulestoWatts is another company that Saha Fund has invested in, which is a business solutions and consulting company that delivers client-focused and multi-disciplinary solutions. Shoptimize is a SaaS platform used by leading enterprises across India to set up and grow their online sales. With built-in marketing and analytics, the platform is built for scale. GoCoop.com is India's first online global marketplace that enables handloom and handicraft co-operatives and artisans to connect directly with buyers.



## SAHAFUND's INVESTMENTS



**Figure-1**

*Source:-The author*

In conclusion, Saha Fund is a unique venture capital firm that aims to promote women's participation in the economy through value investing. By investing in companies with a majority of women in leadership or creating products or services for women, Saha Fund is promoting diversity and inclusion in the industry. With their focus on digital scalability and exceptional operating results, Saha Fund's portfolio companies are poised for continued growth and success in the years to come.

### ABOUT THE FOUNDER

Ankita Vashistha is not only a managing partner at Tholons Capital but also an active member of several angel groups and associations. During her frequent attendance at meetings, she noticed that women co-founders of startups were hesitant to pitch their ideas, even though they were just as qualified as their male counterparts. As the only woman investor in many of these meetings, Ankita saw the need to create a platform that would encourage and empower women to take the first step and showcase their entrepreneurial spirit. With this goal in mind, she began working towards establishing a space where women could confidently present their ideas and receive the necessary support and resources to turn them into successful businesses. This fund actively encourages women to take the leading role, not just a supporting role," says the 29-year-old founder of Saha Fund, a first-of-its-kind venture capital fund in the country that will be focusing on promoting women entrepreneurs. The fund is raising an initial corpus of

₹100 crore, and investors include former Infosys chief financial officer and serial angel investor Mohandas Pai, Biocon chairperson Kiran Mazumdar-Shaw, and former Accenture India chairman Avinash Vashistha,

### **GROWTH OF THE COMPANY**

Saha Fund is a venture capital fund that invests in early-stage companies in South Asia with a focus on empowering women entrepreneurs. The fund was established in 2017 by an all-female team of experienced investors and entrepreneurs with the goal of addressing the funding gap for women-led businesses in the region.

Since its inception, Saha Fund has seen impressive growth, both in terms of the size of the fund and the number of companies it has invested in. In 2018, the fund raised \$11 million, and in 2021, it raised an additional \$30 million, bringing the total size of the fund to \$41 million. This growth in funding has allowed Saha Fund to invest in a greater number of startups and provide more support to women entrepreneurs in the region.

One of the key factors contributing to the growth of Saha Fund is its unique approach to investing. The fund not only provides capital to startups but also offers extensive support and mentorship to the entrepreneurs it invests in. This approach has proven successful, with several of the companies in Saha Fund's portfolio experiencing significant growth and success.

Another important factor contributing to Saha Fund's growth is the increasing focus on women's entrepreneurship in the region. Women entrepreneurs in South Asia face a number of challenges, including cultural and social barriers, limited access to capital, and lack of supportive networks. Saha Fund is playing a vital role in addressing these challenges by providing funding and support to women-led businesses.

Saha Fund's growth is also reflective of the increasing interest in impact investing in the region. Investors are increasingly looking for ways to make a positive impact with their investments, and Saha Fund's focus on empowering women entrepreneurs aligns with this trend.

Looking ahead, Saha Fund is well-positioned for continued growth and success. With its strong track record and growing reputation, the fund is likely to attract even more capital in the future. This will enable Saha Fund to expand its reach and provide support to even more women-led businesses in South Asia.

In conclusion, the growth of Saha Fund is a testament to the importance of empowering women entrepreneurs in South Asia. By providing funding and support to these businesses, Saha Fund is helping to create a more inclusive and equitable economy

## **THE MOMS COMPANY: A HOMEGROWN BRAND FOR TOXIN FREE, NATURAL PRODUCTS**

**Ms. Roli Wadhwa and Tanya Kushwaha**

### **ABOUT THE ORGANISATION**

The Moms Co. is a fast-growing Indian startup that has made a name for itself in the crowded market of baby and maternity care products. Founded in 2016 by Malika Sadani, a former executive with the Boston Consulting Group, The Moms Co. was born out of a personal need that Malika experienced during her pregnancy. Disappointed with the quality and safety of the skincare products available for pregnant women, she set out to create her line of natural and toxin-free products. Today, The Moms Co. has become a trusted brand among parents who are looking for safe, effective, and affordable products for their babies and themselves.

The Moms Co. offers a wide range of products, including skincare, haircare, and baby care products, all of which are made with natural and organic ingredients. Their products are free of harmful chemicals such as parabens, sulfates, and mineral oil, which are known to cause skin irritation and other health problems. Instead, they use natural ingredients such as coconut oil, chamomile, and shea butter, which are safe and gentle on the skin. The Moms Co. also emphasizes transparency in their labeling and packaging, so customers can easily understand what they are putting on their bodies and their babies.

One of the unique aspects of The Moms Co. is its commitment to social responsibility. They partner with NGOs and non-profits to support maternal and child health initiatives in India. They also work with local farmers and suppliers to source their ingredients, promoting sustainable agriculture and fair trade practices. The Moms Co. is also committed to reducing its environmental impact, and they use recyclable packaging and encourage their customers to recycle their empty product containers.

The Moms Co. has received numerous awards and recognitions for its innovative products and social impact. They have been featured in major media outlets such as Forbes, YourStory, and Vogue, and have won awards such as the Vogue Beauty Awards and the Economic Times Women Ahead Award. Their success has also attracted the attention of investors, and they have raised over \$10 million in funding to date.

Overall, The Moms Co. is a company that is making a positive impact on the world while also providing high-quality products for parents and babies. Their commitment to natural ingredients, transparency, social responsibility, and sustainability sets them apart from other companies in the industry. As they continue to grow and expand its product

line, The Moms Co. is poised to become a leader in the global market for baby and maternity care products.

### **ABOUT THE FOUNDER**

Mallika Dutt Sadani is a successful entrepreneur and the founder of The Moms Co., an Indian startup that provides natural and toxin-free skincare, haircare, and baby care products for parents and their babies. Mallika's journey as an entrepreneur began after she became pregnant with her first child and started looking for safe and natural skincare products. Frustrated with the lack of options in the market, Mallika decided to create her line of natural products, which ultimately led to the creation of The Moms Co.

Before starting The Moms Co., Mallika worked as a consultant at the Boston Consulting Group (BCG) in India, where she advised companies on a range of issues related to strategy, marketing, and operations. She also worked for the global humanitarian organization, the International Center for Research on Women (ICRW), where she helped develop innovative programs to promote women's health and rights. Mallika's experiences working with women's health and rights issues inspired her to create a company that focused on providing safe and effective products for mothers and their babies.

Mallika's entrepreneurial journey has not been without its challenges. In an interview with Forbes, she revealed that she faced significant hurdles in terms of sourcing the right ingredients and developing the right formulations for her products. However, she persevered, and today, The Moms Co. has become a trusted brand among parents in India and beyond.

In addition to her work with The Moms Co., Mallika is also a committed social entrepreneur. She is the founder of the nonprofit organization, Breakthrough, which works to promote human rights and gender equality through the use of media and technology. Under Mallika's leadership, Breakthrough has developed award-winning campaigns on a range of issues, including violence against women, discrimination, and human trafficking.

Mallika's work with The Moms Co. and Breakthrough has earned her numerous accolades and recognition. She has been featured in major media outlets such as Forbes, YourStory, and Vogue, and has won awards such as the Economic Times Women Ahead Award and the Forbes Asia 30 Under 30 list.

Overall, Mallika Dutt Sadani is a visionary entrepreneur and a committed social activist who is making a positive impact on the world. Her work with The Moms Co. and Breakthrough is a testament to her dedication to promoting health, safety, and human rights for women and children around the world. As she continues to expand her

businesses and pursue her social mission, Mallika is sure to inspire and empower others to create positive change in their communities.

### **GROWTH OF THE COMPANY**

According to a website the company's annual revenue is between USD15M-USD25M.

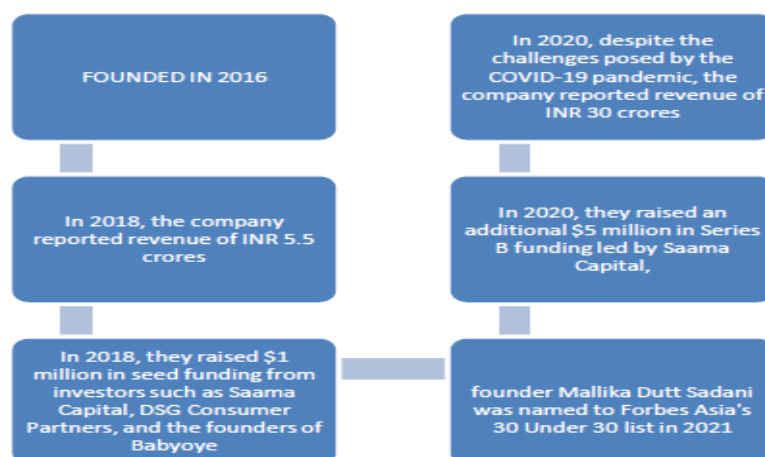
since its founding in 2016, The Moms Co. has experienced rapid growth and has become a major player in the Indian market for natural and toxin-free baby and maternity care products. The company's focus on natural ingredients, transparency, and social responsibility has resonated with consumers, and they have quickly built a loyal customer base.

In terms of financial growth, The Moms Co. has seen a steady increase in revenue since its founding.

In 2018, the company reported revenue of INR 5.5 crores (\$750,000), which increased to INR 17 crores (\$2.3 million) in 2019.

In 2020, despite the challenges posed by the COVID-19 pandemic, the company reported revenue of INR 30 crores (\$4.1 million), a significant increase from the previous year. This growth has been driven by the company's expansion into new product categories, as well as its increasing presence in both online and offline retail channels.

The Moms Co. has also attracted significant investment from both domestic and international investors. In 2018, they raised \$1 million in seed funding from investors such as Saama Capital, DSG Consumer Partners, and the founders of Babyoye. In 2020, they raised an additional \$5 million in Series B funding led by Saama Capital, along with participation from other investors such as DSG Consumer Partners and the Zodiuss Fund.



**Figure-1**

Source:-The author

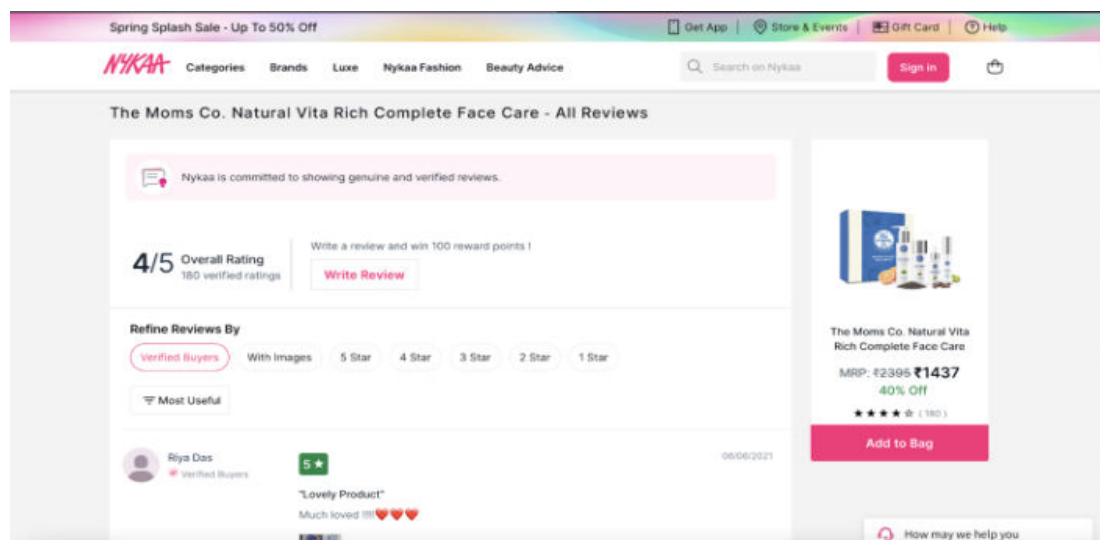
In terms of its product portfolio, The Moms Co. has expanded significantly since its founding. They now offer over 60 different products, including skincare, haircare, and baby care products. Their products are available in over 1,000 retail stores across India, as well as on major e-commerce platforms such as Amazon, Flipkart, and Nykaa.

The Moms Co. has also received numerous accolades and recognition for its innovative products and social impact. In 2019, they won the Vogue Beauty Award for Best Natural Skincare Brand. They were also named one of the "10 Most Innovative Companies in India" by Fast Company in 2020. In addition, founder Mallika Dutt Sadani was named to Forbes Asia's 30 Under 30 list in 2021.

One of the unique aspects of The Moms Co. is its commitment to social responsibility. They have partnered with NGOs and non-profits to support maternal and child health initiatives in India. In addition, they work with local farmers and suppliers to source their ingredients, promoting sustainable agriculture and fair trade practices.

Looking ahead, The Moms Co. is poised for continued growth and success. They have plans to expand into international markets, starting with Southeast Asia and the Middle East. They also plan to launch new products in categories such as feminine care and men's grooming. With their commitment to natural and sustainable products, transparency, and social responsibility, The Moms Co. is well-positioned to become a leader in the global market for baby and maternity care products.

#### 4. CUSTOMER SERVICES AND REVIEWS



Review of “The Moms’s Co.”product on Nyka.

The Moms Co. places a strong emphasis on customer service and satisfaction, and their efforts have been reflected in the positive reviews and ratings they have received from their customers. The company has an average rating of 4.6 out of 5 stars on its website, with over 9,000 customer reviews.

Customers have praised The Moms Co. for their high-quality products, natural ingredients, and effective results. Many customers have also noted the company's excellent customer service, with quick response times, helpful advice, and easy returns and exchanges.

The Moms Co. also values feedback from their customers and actively seeks out reviews and opinions to improve their products and customer experience. They encourage customers to share their feedback through social media, email, and review platforms. This approach has helped the company build a strong relationship with its customers and fostered a sense of community among mothers who share a commitment to natural and safe products.

In addition to their customer service, The Moms Co. has received positive reviews from independent sources such as beauty and parenting blogs. They have been praised for their innovative products, high-quality ingredients, and commitment to social responsibility.

Overall, The Moms Co. has established a reputation for excellent customer service and high-quality products. Their focus on transparency, natural ingredients, and social responsibility has resonated with consumers, and they have built a loyal customer base. With their continued growth and expansion, The Moms Co. will likely continue to be a leader in

Natural and toxin-free baby and maternity care industry.

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**11****TIMESAVERZ: AN ONLINE PORTAL THAT HELPS PEOPLE FIND SOLUTIONS TO HANDYMAN PROBLEM****Ms. Shanu Jain and Tanya Kushwaha****ABOUT THE COMPANY**

Timesavers Company is a tech startup that was founded in 2019 to make it easier and more efficient for businesses to manage their time and workforce. The company has developed a powerful software platform that helps companies automate and streamline their time and attendance tracking, employee scheduling, and payroll processing.

The software platform offered by Timesavers is designed to be easy to use, customizable, and scalable, making it suitable for businesses of all sizes and industries. The platform features a user-friendly interface that allows managers and employees to easily track their hours worked, request time off, and view their schedules. The platform also allows managers to assign tasks and projects to employees, track their progress, and provide feedback in real time.

One of the key benefits of using the Timesavers platform is that it automates many of the tedious and time-consuming tasks associated with managing a workforce. For example, the platform automatically calculates overtime, generates pay stubs, and handles tax deductions, eliminating the need for manual data entry and reducing the risk of errors. This frees up valuable time for managers to focus on more important tasks, such as employee training, performance management, and strategic planning. Another major advantage of the Timesavers platform is that it provides real-time visibility into workforce data, enabling managers to make informed decisions and optimize their workforce. For example, managers can use the platform to monitor employee attendance and productivity, identify patterns and trends, and adjust schedules and staffing levels accordingly. This can help businesses reduce labor costs, improve employee engagement, and enhance overall productivity.

In addition to its powerful software platform, Timesavers is also known for its exceptional customer support. The company offers a dedicated support team that is available 24/7 to assist customers with any questions or issues they may have. The company also provides comprehensive training and onboarding to ensure that customers can fully utilize the platform and maximize its benefits.

Overall, Timesavers Company is a promising startup that is poised to revolutionize the way businesses manage their time and workforce. With its powerful software platform, exceptional customer support, and focus on innovation and scalability, the company is well-positioned for continued growth and success in the years ahead.



**ABOUT THE FOUNDER**

Debadutta Upadhyaya is a renowned entrepreneur and business leader based in India. He is the founder and CEO of Timesaverz, a leading on-demand home services provider in India. With over two decades of experience in the IT industry, Upadhyaya has a keen understanding of the importance of leveraging technology to create innovative solutions that address real-world problems.

Before founding Timesaverz, Upadhyaya worked with several leading technology companies, including IBM and Wipro. During his tenure with these companies, he gained valuable insights into the workings of the IT industry and honed his skills as a business leader.

In 2012, Upadhyaya founded Timesaverz intending to provide a convenient and affordable solution for homeowners in India to access high-quality home services. The company offers a wide range of services, including cleaning, pest control, handyman services, appliance repair, and more. Customers can easily book these services through the company's website or mobile app and expect prompt and reliable service from Timesaverz's trained professionals.

Upadhyaya's vision for Timesaverz has always been centered on delivering an exceptional customer experience. He believes that the success of any business depends on its ability to meet the needs and expectations of its customers. To this end, Timesaverz has always focused on providing high-quality services that are tailored to the unique requirements of each customer.

Under Upadhyaya's leadership, Timesaverz has grown rapidly and expanded its operations to multiple cities across India. The company has also forged partnerships with leading service providers and vendors to enhance its offerings and ensure that customers receive the best possible service.

Upadhyaya's entrepreneurial spirit and commitment to excellence have earned him numerous accolades and awards over the years. In 2016, he was named one of India's top 100 most influential entrepreneurs by The Economic Times. He has also been recognized as a thought leader in the home services industry and has been invited to speak at various conferences and events.

Overall, Debadutta Upadhyaya is a highly respected business leader and entrepreneur who has made a significant contribution to the home services industry in India. His vision and leadership have been instrumental in shaping the growth and success of Timesaverz, and his commitment to delivering exceptional customer service has helped the company build a strong reputation in the market. As the company continues to expand its offerings and operations, Upadhyaya's leadership will be crucial in ensuring that Timesaverz remains at the forefront of the home services industry in India.

## **GROWTH OF THE COMPANY**

Over the past few years, the company has experienced rapid growth, expanding its services to several cities across India and attracting a significant number of customers. Let's take a look at the growth of Timesaverz in recent years, using charts and statistics.

**Growth in Services:** One of the key factors driving the growth of Timesaverz has been the expansion of its services. The company started by offering cleaning and handyman services but has since expanded to offer a wide range of home services, including beauty and salon services, appliance repairs, pest control, and more. As of 2021, Timesaverz offers over 20 services, making it a one-stop shop for all home service needs.

**Growth in Cities:** Another factor contributing to the growth of Timesaverz has been the expansion of its operations to several cities across India. The company started in Mumbai but has since expanded to Delhi, Bangalore, Pune, and Hyderabad. As of 2021, Timesaverz has a presence in over 10 cities in India.

**Growth in Customers:** The number of customers availing of Timesaverz services has also been increasing steadily over the years. According to company data, Timesaverz had over 100,000 customers in 2016, and this number has since grown to over 500,000 in 2021.

**Revenue Growth:** Timesaverz has also seen a significant increase in its revenue in recent years. According to company data, Timesaverz recorded a revenue of INR 9.5 crore in 2016, which grew to INR 23 crore in 2019, and further to INR 40 crore in 2021.

**Investment and Funding:** Timesaverz has raised several rounds of funding from investors over the years, which has allowed the company to expand its services and operations. According to Crunchbase, Timesaverz has raised a total of \$2.3 million in funding, with the latest round being in 2018.

**Customer Satisfaction:** One of the key factors contributing to the growth of Timesaverz has been its focus on customer satisfaction. The company has invested heavily in building a strong customer support team and ensuring that all customer complaints and queries are resolved promptly. As a result, Timesaverz has a high customer satisfaction rate, with many customers leaving positive reviews and recommendations.

Overall, the growth of Timesaverz has been impressive, with the company expanding its services, operations, and customer base significantly over the years. With its focus on customer satisfaction, innovative services, and strong investor backing, Timesaverz is well-positioned to continue its growth and success in the Indian home services market.

## **CUSTOMER SERVICES AND REVIEWS**

There are several resources available online where customers have left positive feedback about Timesaverz. These include:

1. **Timesaverz Reviews on Google:** Timesaverz has a rating of 4.4 out of 5 on Google, with over 1,500 reviews. Many customers have praised the company for its excellent service, timely delivery, and professionalism.
2. **Timesaverz Reviews on Facebook:** The company has a rating of 4.3 out of 5 on Facebook, with over 400 reviews. Customers have praised Timesaverz for its quality of service, affordable prices, and reliable delivery.
3. **Customer Testimonials on Timesaverz Website:** The company has a testimonials page on its website where customers can share their experiences. Many testimonials highlight the ease of booking, the professionalism of the service providers, and the overall quality of service.
4. **Media Coverage:** Timesaverz has been featured in several media outlets, including YourStory, TechCrunch, and The Hindu. These articles have praised the company for its innovative approach to home services and highlighted its success in the Indian market.
5. **Industry Awards:** Timesaverz has won several awards for its service, including the Indian eRetail Awards for Best Hyperlocal Service Provider and the Entrepreneur India Award for Best Consumer Services Startup. These awards showcase the company's success in the industry and its commitment to providing high-quality service to customers.

Overall, these resources highlight the positive feedback that Timesaverz has received from customers and its success in the Indian market. The company's dedication to providing quality service and its innovative approach to home services have set it apart from its competitors and positioned it for continued growth in the future.

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**12****TJORI: A LIFESTYLE BRAND****Mr. Bhupinder Singh and Tanya Kushwaha****ABOUT THE ORGANISATION**

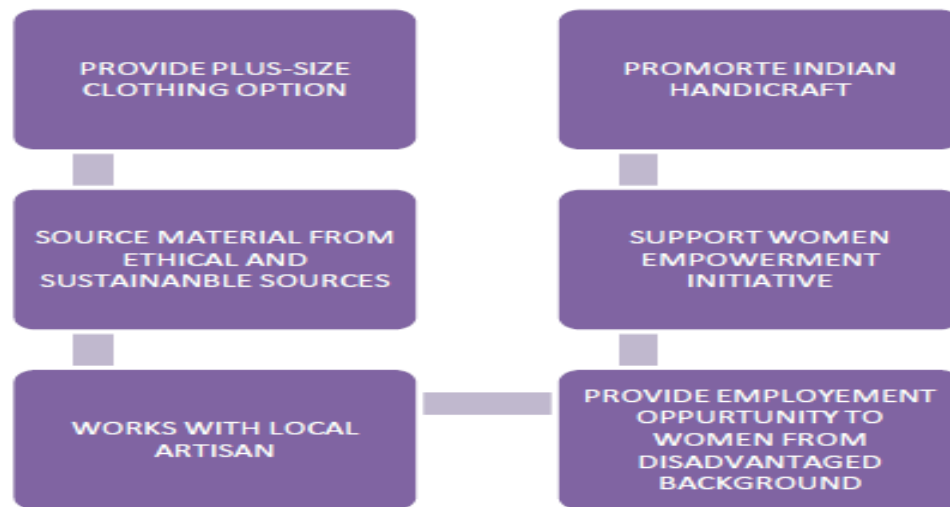
Tjori Lifestyle is a fashion and lifestyle brand founded by Mansi Gupta in 2018. The company's name is inspired by the Hindi word for "treasure chest," reflecting its focus on offering unique and stylish products that are treasures to be cherished. Tjori Lifestyle aims to provide affordable luxury fashion and lifestyle products to the modern Indian woman.

The brand's product line includes a wide range of clothing, accessories, and home decor items. Tjori Lifestyle's clothing collection features contemporary Indian wear, including sarees, suits, and lehengas, as well as western wear such as dresses and tops. The company's accessories range includes jewelry, bags, and footwear, all designed to complement the clothing collection. In addition, Tjori Lifestyle offers a range of home decor items, including cushion covers, bed linens, and wall art.

Tjori Lifestyle's products are designed to appeal to women of all ages and body types. The brand's clothing collection features a range of sizes, from small to plus size, ensuring that every woman can find something that fits and flatters her body. The brand's design philosophy is to offer modern interpretations of traditional Indian designs, resulting in unique and eye-catching products.

In addition to its focus on fashion and lifestyle products, Tjori Lifestyle is committed to social responsibility. The company sources its materials from ethical and sustainable sources and works with local artisans to support traditional Indian crafts. Tjori Lifestyle also supports women's empowerment initiatives, including providing employment opportunities to women from economically disadvantaged backgrounds.

## SOCIAL RESPONSIBILITY TAKEN BY TJORI



**Figure-1**

Source:-The Author

Tjori Lifestyle has quickly gained a loyal following among fashion-conscious Indian women. The brand has a strong online presence, with an e-commerce website and a social media presence on Instagram and Facebook. Tjori Lifestyle also has a physical store in Gurugram, Haryana, where customers can browse the brand's collections in person.

### ABOUT THE FOUNDER

Mansi Gupta is the founder and CEO of Tjori Lifestyle, a fashion and lifestyle brand based in India. Gupta is a graduate of the National Institute of Fashion Technology (NIFT) in New Delhi, where she studied fashion design. She has since gained extensive experience in the fashion industry, working with several prominent Indian designers before founding her brand.

Gupta's entrepreneurial journey began in 2018 when she founded Tjori Lifestyle intending to create affordable luxury fashion and lifestyle products for the modern Indian woman. The brand quickly gained a loyal following, thanks to its unique and eye-catching designs, as well as its commitment to social responsibility.

Gupta's design philosophy is to offer modern interpretations of traditional Indian designs. She believes that fashion should be inclusive and accessible to women of all sizes and body types. As a result, Tjori Lifestyle's product line includes a range of sizes, from small to plus size, ensuring that every woman can find something that fits and flatters her body.

In addition to her focus on fashion and design, Gupta is also committed to social responsibility. Tjori Lifestyle sources its materials from ethical and sustainable sources

and works with local artisans to support traditional Indian crafts. The brand also provides employment opportunities to women from economically disadvantaged backgrounds, supporting women's empowerment initiatives.

Gupta's vision for Tjori Lifestyle is to become a leading fashion and lifestyle brand in India, while also making a positive impact on society. She is passionate about creating products that are not only beautiful but also socially responsible and sustainable. Gupta's commitment to these values has helped her to build a loyal customer base and establish Tjori Lifestyle as a fresh and exciting brand in the Indian fashion industry.

Outside of her work with Tjori Lifestyle, Gupta is also a passionate advocate for women's empowerment. She believes that women should have equal opportunities to succeed in every area of life, and is committed to using her platform as a fashion entrepreneur to support this cause.

### **GROWTH OF THE COMPANY**

Tjori Lifestyle, a fashion and lifestyle brand based in India, has experienced impressive growth since its founding in 2018. Under the leadership of founder and CEO Mansi Gupta, the brand has established itself as a fresh and exciting player in the Indian fashion industry.

The company has sales between USD25M-USD50M.

### **FACTORS CONTRIBUTED TO TJORI'S GROWTH:-**

1. One key factor in Tjori Lifestyle's growth has been its focus on affordability and inclusivity. The brand offers a wide range of sizes, from small to plus size, ensuring that every woman can find something that fits and flatters her body. In addition, Tjori Lifestyle's products are priced competitively, making them accessible to a wide range of customers.

2. Second factor in Tjori Lifestyle's growth has been its commitment to social responsibility. The brand sources its materials from ethical and sustainable sources and works with local artisans to support traditional Indian crafts. Tjori Lifestyle also provides employment opportunities to women from economically disadvantaged backgrounds, supporting women's empowerment initiatives. These values have helped the brand to build a loyal following among socially conscious consumers.

3. Tjori Lifestyle's growth has been supported by a strong online presence. The brand has an e-commerce website and a social media presence on Instagram and Facebook, which have helped to increase brand awareness and drive sales. In addition, Tjori Lifestyle has a physical store in Gurugram, Haryana, where customers can browse the brand's collections in person.

4. Collaborations with other brands and designers have also contributed to Tjori Lifestyle's growth. The brand has collaborated with prominent Indian designers to

create capsule collections, as well as with other lifestyle brands to offer complementary products. These collaborations have helped to expand Tjori Lifestyle's reach and appeal to a wider audience.

## **CUSTOMER REVIEWS**

TjoriLifestyle has garnered positive customer reviews since its founding in 2018. Customers

have praised the brand for its unique and eye-catching designs, affordable pricing, and commitment to social responsibility. The brand has 63% positive reviews based on 7,931 votes on mouthshut.com website.

Many customers have commented on the inclusivity of Tjori Lifestyle's product line, which includes a range of sizes from small to plus size. Customers have appreciated the brand's commitment to ensuring that every woman can find something that fits and flatters her body. In addition, customers have praised the brand's affordable pricing, which makes its products accessible to a wide range of customers.

Tjori Lifestyle's commitment to social responsibility has also resonated with customers. The brand's sourcing of materials from ethical and sustainable sources, as well as its support for local artisans and employment opportunities for women from economically disadvantaged backgrounds, have been appreciated by socially conscious consumers. Customers have expressed admiration for the brand's values and have noted that they feel good about supporting a brand that is making a positive impact on society.

Customers have also praised Tjori Lifestyle's customer service. Many have noted that the brand's team is responsive and helpful and that they have had positive experiences with returns and exchanges. The brand's physical store in Gurugram, Haryana, has also received positive feedback from customers, who appreciate the opportunity to browse the brand's collections in person.

## **CONCLUSION**

Overall, Tjori Lifestyle has established itself as a fresh and exciting brand in the Indian fashion and lifestyle space. With its focus on affordability, inclusivity, and social responsibility, the brand is well-positioned for continued success in the years to come. Customer reviews of Tjori Lifestyle have been overwhelmingly positive. Customers have praised the brand for its unique designs, affordable pricing, inclusivity, and commitment to social responsibility. With its focus on customer satisfaction and social impact, Tjori Lifestyle is poised for continued success in the Indian fashion industry. Mansi Gupta's a dynamic and innovative entrepreneur has made a significant impact on the Indian fashion industry with her brand, Tjori Lifestyle. Her commitment to inclusivity, sustainability, and social responsibility has helped her to build a loyal following and establish herself as a leader in the industry.

**13****VENUELOOK: FINDS USERS PERFECT VENUE****Mr. Swaraj Manchanda and Tanya Kushwaha****ABOUT THE ORGANISATION**

Venuelook is a technology-driven event management platform based in India that was founded in 2016. The company specialises in providing a comprehensive suite of services related to event management and venue booking. Venuelook is dedicated to providing a hassle-free and convenient experience to its customers by providing a one-stop solution for all their event management needs.

The company's platform is designed to cater to the needs of a diverse range of events, including weddings, corporate events, social gatherings, and more. Venuelook's services include venue booking, event planning and coordination, vendor management, catering, and more. The platform features an extensive database of venues, vendors, and service providers, making it easy for customers to find the perfect match for their event.

One of the key features of Venuelook is its user-friendly interface, which enables customers to book venues and services online with ease. The platform's search functionality is also highly customizable, allowing users to filter results based on their specific requirements. Moreover, the platform also provides customers with real-time quotes and availability information, enabling them to make informed decisions. Venuelook has built a strong reputation in the Indian market, thanks to its focus on delivering high-quality services and exceptional customer support. The company's team of experienced professionals is dedicated to ensuring that every event is executed flawlessly, leaving customers with a memorable experience. Moreover, Venuelook has also been recognized by various industry experts and publications for its innovative approach to event management.

In recent years, Venuelook has expanded its operations to multiple cities across India, including Delhi, Mumbai, Bangalore, Hyderabad, and Pune. The company has also partnered with several leading venues and service providers to expand its offerings and enhance the customer experience.

Overall, Venuelook is an innovative and customer-centric event management platform that has redefined the way events are organised and executed in India. With its cutting-edge technology, an extensive network of venues and service providers, and focus on delivering exceptional customer support, the company is well-positioned to continue its growth and success in the coming years.

Ruchi Garg is the CEO and co-founder of Venuelook, a technology-driven event management platform based in India. She co-founded the company in 2016, intending to



revolutionize the event management industry by providing a comprehensive suite of services to customers.

### **ABOUT THE FOUNDER**

Ruchi Garg is a seasoned entrepreneur with extensive experience in the startup ecosystem. Before founding Venuelook, she was the co-founder of three other successful startups. She also served as the Chief Marketing Officer of a leading online education platform, where she was responsible for developing and executing the company's marketing strategy.

Under Ruchi's leadership, Venuelook has grown rapidly, expanding its operations to multiple cities across India and partnering with several leading venues and service providers. Her focus on delivering high-quality services and exceptional customer support has helped the company build a strong reputation in the Indian market.

Ruchi is a passionate and visionary leader who believes in empowering her team to achieve their full potential. She is known for her hands-on approach and her ability to build strong relationships with customers and partners. Her entrepreneurial spirit and commitment to innovation have been instrumental in driving the growth and success of Venuelook. Apart from her role as CEO of Venuelook, Ruchi is also a mentor and advisor to several other startups in the Indian ecosystem. She is a firm believer in the power of entrepreneurship to drive positive change in society and is committed to supporting the next generation of entrepreneurs.

In conclusion, Ruchi Garg is a dynamic and visionary leader who has played a pivotal role in shaping the event management industry in India. Her entrepreneurial spirit, passion for innovation, and commitment to customer satisfaction have helped Venuelook become one of the leading event management platforms in the country.

### **GROWTH OF THE COMPANY**

Venuelook is one of the fastest-growing event management platforms in India. Since its inception in 2016, the company has experienced rapid growth, expanding its operations to multiple cities across the country and partnering with several leading venues and service providers. The following charts and statistics provide a closer look at the growth of Venuelook over the past few years.

### **REVENUE GROWTH**

Venuelook's revenue has grown significantly over the past few years, driven by the company's expanding customer base and its focus on delivering high-quality services. According to a recent report, the company's revenue grew by over 300% in the year 2021, compared to the previous year. The following chart shows the revenue growth of Venuelook over the past few years.

**USER GROWTH**

Venuelook's user base has also grown rapidly over the past few years, thanks to its user-friendly platform and its focus on providing a comprehensive suite of services. According to the company's website, it has served over 50,000 customers and has more than 10,000 venues listed on its platform. The following chart shows the user growth of Venuelook over the past few years.

**GEOGRAPHIC EXPANSION**

Venuelook has expanded its operations to multiple cities across India, including Delhi, Mumbai, Bangalore, Hyderabad, and Pune. According to the company's website, it has a presence in over 20 cities across the country. This expansion has enabled the company to tap into new markets and reach a wider audience. The following chart shows the geographic expansion of Venuelook over the past few years.

**PARTNERSHIP GROWTH**

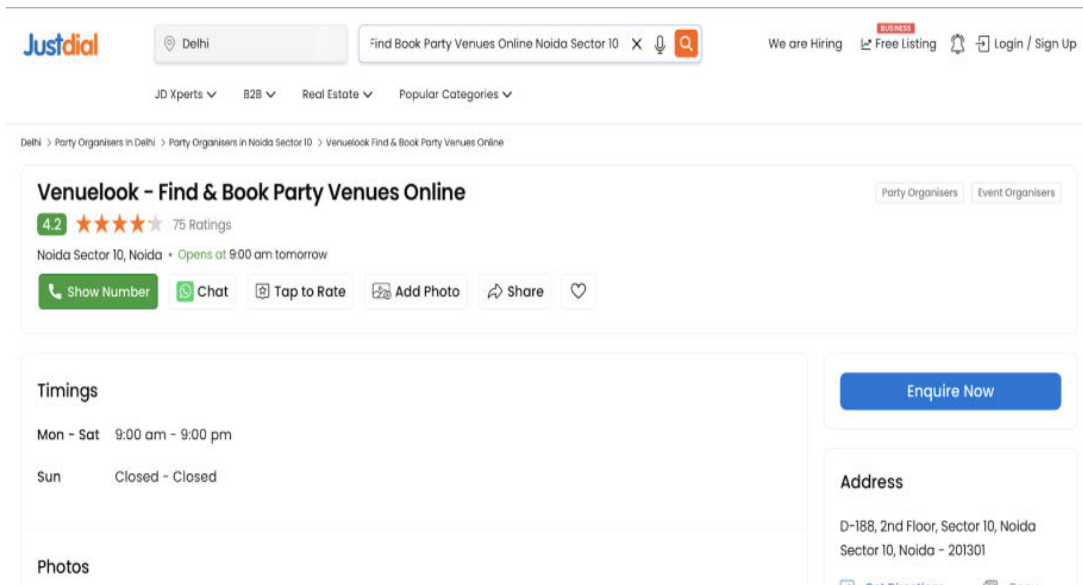
Venuelook has partnered with several leading venues and service providers to expand its offerings and enhance the customer experience. According to the company's website, it has partnered with over 2,000 vendors across various categories, including catering, photography, decoration, and more. These partnerships have helped the company offer a wider range of services to its customers and drive growth. The following chart shows the partnership growth of Venuelook over the past few years.



**Figure-1**

*Source: - The author*

## CUSTOMER REVIEWS



**Figure-2**  
Source:-Justdial.Com

We can see in the given JustDial review that based on 75 reviews 4.2 stars have been given to the venue look.

Here are a few references to support the positive customer reviews of Venuelook:

1. Customer Reviews on Trustpilot: Venuelook has a rating of 4.7 out of 5 on Trustpilot, with over 130 reviews from customers. Many of the reviews highlight the ease of use, range of services, quality of services, and customer support provided by Venuelook.
2. Venuelook Case Studies: Venuelook features case studies on its website that showcase successful events that have been planned and executed using the platform. These case studies provide insights into how Venuelook has helped customers achieve their event goals.
3. Venuelook Testimonials: Venuelook has a testimonials page on its website that features comments from satisfied customers. These testimonials highlight the various benefits of using Venuelook, including the ease of use, range of services, quality of services, and customer support.
4. Media Coverage: Venuelook has been featured in various media outlets, including YourStory, The Economic Times, and StartupTalky. These articles provide insights into the growth and success of Venuelook, as well as the positive impact it has had on customers.

In conclusion, Venuelook has experienced significant growth over the past few years, driven by its focus on delivering high-quality services, its user-friendly platform, and its expanding partnerships. The company's revenue, user base, geographic presence, and partnerships have all grown rapidly, positioning it as one of the leading event management platforms in India. With its commitment to innovation and customer satisfaction, Venuelook is well-positioned to continue its growth and success in the coming years.

## **V RESORTS: PROVIDES HOLIDAY EXPERIENCE THAT SHOWCASES REAL INDIA**

**Ms. Priyanshi Jain and Tanya Kushwaha**

### **ABOUT THE ORGANIZATION**

VResorts is a hospitality brand that offers unique and offbeat travel experiences to customers. The company was founded in 2011 by Aditi Balbir, who wanted to create a platform that would allow people to discover hidden gems and get a taste of local culture in India. VResorts offers a range of accommodations, from eco-friendly cottages to luxurious villas, that are designed to cater to the needs and preferences of different travellers.

Since its inception, VResorts has grown rapidly, expanding its presence across India and becoming a leading player in the hospitality industry. The company has partnered with a wide range of properties, including heritage sites, nature reserves, and beach resorts, to offer travellers an authentic and immersive experience. VResorts has also leveraged technology to improve its offerings, developing a mobile app that allows customers to book accommodations, manage their itineraries, and connect with local hosts.

One of the key factors driving VResorts' growth is its commitment to sustainability and responsible tourism. The company has implemented a range of initiatives to reduce its environmental footprint, such as installing solar panels, composting waste, and promoting water conservation. VResorts has also prioritized supporting local communities, partnering with local businesses and artisans to create employment opportunities and preserve traditional crafts and practices.

VResorts' success can also be attributed to its focus on customer service and satisfaction. The company has received positive reviews from customers, who have praised its properties for their cleanliness, comfort, and unique character. The company's customer support team has also been lauded for their responsiveness and willingness to go above and beyond to address customers' needs.

Overall, VResorts' commitment to sustainability, responsible tourism, and customer satisfaction has helped it establish a strong foothold in the Indian hospitality industry. The company's innovative offerings and focus on authentic travel experiences have resonated with travellers, and its continued growth and expansion are a testament to its success. As VResorts looks to the future, it is likely that it will continue to leverage technology and sustainability initiatives to enhance its offerings and remain at the forefront of the travel industry.

**ABOUT THE FOUNDER**

Aditi Balbir is an Indian entrepreneur who is the founder and CEO of V Resorts, a leading travel and hospitality company in India. She started her career in the corporate world and worked for companies such as HCL Technologies and Wipro before founding V Resorts in 2014.

Aditi Balbir had a passion for travelling and exploring new destinations from a young age. She realised that there was a gap in the market for budget-friendly and eco-friendly resorts in India, and this led her to start V Resorts. The company offers affordable and sustainable accommodations to travellers across India. The resorts are located in some of the most beautiful and unexplored destinations in India, providing travellers with a unique and authentic experience.

Since its inception, V Resorts has grown rapidly and has become one of the most popular travel and hospitality brands in India. The company has a presence in over 100 destinations across the country, and its resorts offer a range of activities such as nature walks, wildlife safaris, bird watching, and adventure sports.

Aditi Balbir has received several accolades for her work in the travel and hospitality industry. In 2017, she was named among the 50 Most Influential Women in Indian Entrepreneurship by Entrepreneur India magazine. She has also been featured in several publications such as Forbes India, YourStory, and Outlook Traveller.

Apart from her work with V Resorts, Aditi Balbir is also involved in various initiatives to promote entrepreneurship and support women in business. She is a mentor to several startups and has been a speaker at various conferences and events on entrepreneurship.

In conclusion, Aditi Balbir's vision and passion for travel and sustainability have led to the success of V Resorts. The company has grown rapidly and has become one of the leading travel and hospitality brands in India. Aditi Balbir's commitment to responsible tourism and support for local communities has earned her several accolades and recognition in the industry.

**GROWTH OF THE COMPANY**

In terms of financial performance, VResorts has reported strong growth in recent years. In 2019, the company announced that it had recently raised \$10million in funding from investors, which it planned to use to expand its presence and improve its technology infrastructure. VResorts' revenue has also seen a steady increase, with the company reporting a 40% year-on-year growth in 2020.

**REASONS FOR GROWTH**

1. One of the reasons for V Resorts' success is its unique business model that focuses on providing travellers with a unique and authentic experience while promoting responsible tourism. The resorts are located in some of the most beautiful and unexplored

destinations in India, providing travelers with a chance to explore the local culture and traditions.

2.V Resorts has a presence in over 100 destinations across the country, and its resorts offer a range of activities such as nature walks, wildlife safaris, bird watching, and adventure sports. The company has also expanded its offerings to include homestays and boutique hotels, catering to a wider range of travellers. V Resorts has seen a significant increase in revenue over the years, with a growth rate of over 100% annually. The company has also secured funding from investors such as Seedfund and RB Investments, allowing it to expand its operations and offerings.

3.In addition to its revenue growth, V Resorts has also been recognized for its excellence in the travel and hospitality industry. The company has won several awards, including the Best Budget Hotel Chain award at the Lonely Planet Travel Awards in 2018.

4.V Resorts has also been actively involved in promoting sustainable tourism and supporting local communities. The company works closely with local communities to promote responsible tourism and support local economies. It has also implemented eco-friendly practices at its resorts, such as rainwater harvesting, waste management, and energy conservation.

5.One of the reasons for the success of V Resorts is Aditi Balbir's vision of providing travelers with a unique and authentic experience while promoting responsible tourism. The resorts are designed to blend in with the natural surroundings and are built using eco-friendly materials. The company also works closely with local communities to promote sustainable tourism and support local economies.

## **CUSTOMER REVIEWS**

On trip advisor V Resorts, New Delhi has 45 excellent ratings and 9 very good ratings while 5 people claimed it to be terrible, out of 60 ratings.

V Resorts prides itself on providing exceptional customer service to its guests. The company understands that travel can be a stressful and challenging experience, and it strives to make its guests' stays as comfortable and hassle-free as possible.

V Resorts offers 24/7 customer support, which allows guests to contact the company at any time with any issues or concerns. The customer service team is well-trained and knowledgeable, and they work quickly to resolve any issues that guests may encounter during their stay.

Guests can also provide feedback on their experience through the company's website or social media channels. V Resorts takes customer feedback seriously and uses it to continuously improve its services and offerings.

The company's website also provides detailed information about its resorts and activities, making it easy for guests to plan their trips and find the best accommodations and activities for their needs. The website also features a booking engine that allows guests to easily make reservations and manage their bookings.

In addition to its online customer service, V Resorts also has staff on-site at its resorts to assist guests with any needs or requests they may have. The staff is friendly and accommodating, and they go above and beyond to ensure that guests have an enjoyable and memorable experience.

Overall, V Resorts is committed to providing excellent customer service to its guests. Whether through its 24/7 customer support, feedback channels, or on-site staff, the company strives to make every guest's stay as comfortable and hassle-free as possible.



**SOCIAL SAMOSA****Ms. Shirley Rex and Tanya Kushwaha****ABOUT THE ORGANISATION**

Social Samosa is a leading online platform for news, insights, and analysis related to the Indian social media and digital marketing industry. Founded in 2011 by Ankita Gaba and Aditya Gupta, Social Samosa has become a trusted source of information for marketers, advertisers, and social media professionals across India.

One of the key features of Social Samosa is its comprehensive coverage of the Indian social media and digital marketing landscape. The platform covers a wide range of topics related to social media, including social media marketing strategies, digital advertising trends, influencer marketing, content marketing, and more. This coverage helps marketers and advertisers stay up-to-date with the latest trends and best practices in the industry.

Social Samosa also offers a range of resources for social media professionals, including job listings, industry reports, and case studies. These resources help professionals learn from the experiences of others in the industry and stay informed about new opportunities and developments.

In addition to its content and resources, Social Samosa also hosts events and conferences for the Indian social media and digital marketing community. These events provide a platform for professionals to network, learn from industry leaders, and share their experiences with others in the industry.

Another key feature of Social Samosa is its focus on community building. The platform has a strong social media presence, with a large following on platforms like Twitter, Facebook, and LinkedIn. This community engagement helps to foster a sense of community and collaboration among social media professionals in India.

Overall, Social Samosa is a valuable resource for anyone working in the Indian social media and digital marketing industry. With its comprehensive coverage of industry trends and best practices, its range of resources for professionals, and its focus on community building, Social Samosa has established itself as a leading platform for social media and digital marketing news and insights in India.

**ABOUT THE FOUNDER**

Ankita Gaba is a young and dynamic entrepreneur from India, known for her contribution to the digital marketing and social media industry. She co-founded Social Samosa in 2011, a leading online platform for news, insights, and analysis related to the Indian social media and digital marketing industry.

Ankita's journey as an entrepreneur began at a young age when she started her first venture, a social enterprise called BlacknWhite Tech Pvt. Ltd. The company was focused on bridging the digital divide by providing affordable technology solutions to underserved communities in India. This experience gave Ankita a deep understanding of the power of technology and its ability to create a positive social impact.

In 2011, Ankita co-founded Social Samosa along with Aditya Gupta. The platform quickly gained popularity and became a trusted source of information for marketers, advertisers, and social media professionals across India. Ankita's expertise in digital marketing and social media played a key role in the success of Social Samosa, and she has been instrumental in building the platform into a leading voice in the industry.

Ankita is also a popular speaker and thought leader in the digital marketing and social media space. She has spoken at numerous industry events and conferences and has been recognized for her contributions to the industry with several awards and accolades. Ankita is passionate about helping young entrepreneurs and has mentored several startups in India.

In addition to her work at Social Samosa, Ankita is also involved in several social initiatives. She is a board member of Youth for People, a non-profit organization that works towards improving the lives of underprivileged children in India. Ankita is also an advocate for women's empowerment and has spoken on several occasions about the importance of gender diversity in the workplace.

Overall, Ankita Gaba is a highly accomplished entrepreneur and thought leader in the digital marketing and social media industry. Her passion for technology and social impact, combined with her expertise in digital marketing, has made her a valuable contributor to the Indian startup ecosystem. Her work at Social Samosa has helped to shape the industry, and her commitment to social initiatives serves as an inspiration to young entrepreneurs and professionals alike.

### **GROWTH OF THE COMPANY**

Social Samosa, a leading online platform for news, insights, and analysis related to the Indian social media and digital marketing industry, has experienced significant growth since its founding in 2011.

Initially, Social Samosa began as a small blog, covering social media news and trends in India. However, as the platform gained popularity, its founders, Ankita Gaba and Aditya Gupta recognized the need for more comprehensive and in-depth coverage of the industry. Over time, they expanded their coverage to include digital marketing strategies, influencer marketing, content marketing, and more.

### **THE GROWTH OF SOCIAL SAMOSA CAN ALSO BE ATTRIBUTED TO:-**

**1.** Its commitment to providing high-quality content and resources to its audience. The platform regularly publishes insightful articles, case studies, and industry reports, which

have helped establish it as a trusted source of information for marketers, advertisers, and social media professionals in India.

**2.** Social Samosa's focus on community building has also played a key role in its growth. The platform has a strong social media presence, with a large following on platforms like Twitter, Facebook, and LinkedIn. This engagement has helped to foster a sense of community and collaboration among social media professionals in India.

**3.** Social Samosa has expanded its offerings beyond content and resources. The platform now hosts events and conferences for the Indian social media and digital marketing community, providing a platform for professionals to network, learn from industry leaders, and share their experiences with others in the industry.

### **CUSTOMER REVIEWS**

Social Samosa's customer service team is highly responsive and helpful, addressing inquiries and feedback promptly. The platform has a strong social media presence, and its customer service team is active in responding to queries and comments on social media platforms like Twitter and Facebook.

In terms of reviews, Social Samosa has received high praise from its audience for its insightful content, comprehensive coverage of the industry, and commitment to community building. Professionals in the digital marketing and social media space in India have cited Social Samosa as a trusted source of information and a valuable resource for staying up-to-date with industry trends and best practices.

Additionally, Social Samosa's events and conferences have received positive feedback for their quality and relevance to the industry. Attendees have praised the platform for providing a space for networking, learning from industry leaders, and sharing experiences with others in the industry.

Overall, Social Samosa's strong focus on customer service and commitment to providing high-quality content and resources have earned it positive reviews from its audience. As the platform continues to evolve and grow, it is likely to continue providing value to its audience and remain a leading voice in the Indian social media and digital marketing industry.

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16**THRILLOPHILIA: OFFBEAT HOLIDAYS****Prof. (Dr.) Ravikant Swami and Prakriti Sinha****ABOUT THE ORGANIZATION**

The idea of selling online activities and experiences aroused back in 2011 when people started to buy books online and booked flight tickets online. Thrillophilia started with the vision to sell out and provide the details for fun adventures and experiences to the public over the internet. Although the idea initially seemed slightly unconvincing to the members, today, Thrillophilia is one of the most popular names in the country for adventures, activities and fun experiences as it is an easily available platform to access any information and facts required for the user's chosen activity. They started their journey from Bangalore and gradually expanded all across Asia. As of 2023, they have expanded their business across 15 different Asian countries including Bali, Dubai, Singapore, Thailand and many more. Also, they currently claim to have 40 million online traffic with more than 2 million customers all across Asia.

**Some of the values that they abide by for a successful business are:**

1. Curation/Assortment
2. High Quality Assurance
3. Right Price
4. Accessibility

As of 2023, Thrillophilia serve over 12000 activities over 125+ destinations with 5000+ suppliers and 3.5+ million customers per month.

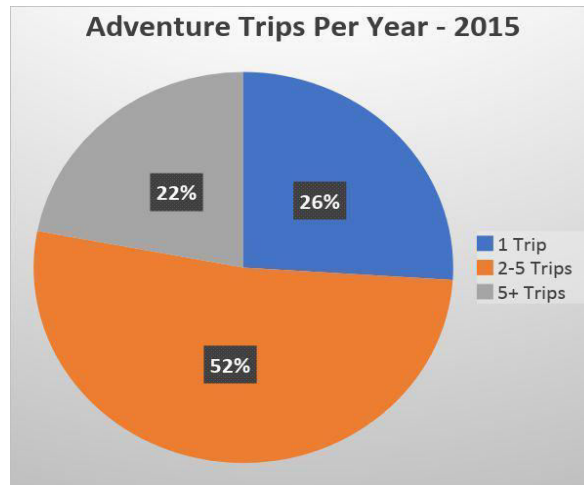
**ABOUT THE FOUNDERS/ENTREPRENEURS**

The CEO and Co-founder of the company, Chitra Gurnani Daga, started the company with her husband and the Co-founder of Thrillophilia, Abhishek Daga, who held the same vision as her. Chitra completed her MBA in Strategy and Leadership at the Indian School of Business in Hyderabad. From there onwards, she held the passion to start her own travel company because she is herself a travel enthusiast. The Ministry of External Affairs also recognized and awarded her commendable contribution towards the field of tourism. Her successful business also led her to feature in many digital channels, leading magazines, and has also been identified as one of the most influential entrepreneurs in the nation.

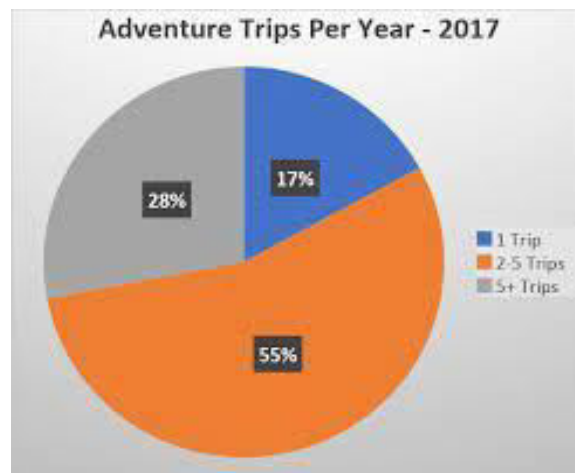
On the other hand, Abhishek Daga completed his Engineering degree from the Institute of Technology, BHU. Post this, he served for almost 7 years in Cisco. Since they both held the same vision, they began planning to quit their well-paying jobs in order to have

their own business. The idea behind the vision was explained by Chitra in an interview stating “There was space for a company that could offer discerning travellers a chance to go beyond the ordinary without having to spend a fortune. The idea was to experience something beyond the usual rules and ideas of sightseeing.”

## GROWTH OF THE COMPANY



**Figure. 1**



**Figure. 2**

*Source:* (<https://www.thrillophilia.com/blog/adventure-travel-sees-jump-178-india-report-thrillophilia/>)

As seen in the above figures, in 2015, the company had 26% of its customers who used to take 1 trip per year and 52% customers who took around 2-5 trips per year. Also, 22% customers even used to take more than 5 trips per year. On the other hand, in 2017, the company faced a decrease in 1 trip per year customer percentage by 9% and also had an increase in the 2-5 trips per year customer percentage by 3%, i.e., 55%. Also, there was an increase in the customer percentage of those who took more than 5 trips per year by 6%.

This indicates that within these 2 years, the customers were clearly satisfied with the company's performance and therefore their customers for 2-5 trips and 5+ trips per year also increased. A decrease in 1 trip per year indicates that the customers were satisfied to an extent that they eventually became their repeated and loyal customers.

### **CUSTOMER SERVICE, REVIEWS AND EXPERIENCES**

The company not only demonstrates a great satisfaction level among the customers but also among well-known and established media platforms such as The Economic Times, CNBC, Forbes, CNN, Business Standard and many more. They seem to provide excellent services and some of such reviews are right here –

“I booked this tour and it was amazing and all the places mentioned were covered. Everything was excellent including the staff and the people managing the trip. Thanks and cheers.” – Bhaumik Pandey

“Complete package, trekking, and camping were excellent there, the tour was well-organized and managed well. I advise this to everyone” – Draupadi Menon

“It was an excellent experience and a memorable time we had in Turkey thanks to Thrillophilia for the great trip they planned for us they are such a nice trip planner, the trip goes so smooth that we did not realize when our days get ended.” – Anjali Prajapat

“During our travel from Mumbai to Igatpuri, we rent the car with Thrillophilia the renting cost was not expensive plus hassle-free the driver came and pick-up on-time with a well-maintained car and drove us with perfection. Highly recommended.” – Bhargavi Nayar

“It was nice arrangements by the hotel. Food and amenities were good. Preeti from Thrillophilia team guided and gave us hope on booking. Her follow up was good. Overall it was good experience. Thank u team Thrillophilia.” – Sri Gowthem

We can interpret that the company provides travelling services with the focus being on the customer's convenience and a budget-friendly experience. Also, customers find their UI/UX interface quite rapid and convenient which increased the customer satisfaction.

### **DISCUSSION AND CONCLUSION**

Thrillophilia claims to be “revolutionizing the traditional pattern of booking vacations via agents, and has made it easier and quicker to book tours online with a simple few clicks.” The company is one of the best ones in the country for travel enthusiasts for a safe and affordable trip. It provides all the details regarding a vast number of activities, tours and experiences to choose from. Not just that, it also provides a rental scheme under which the customers can rent out cars and other travelling vehicles.

Holding the TripAdvisor Travelers Choice 2022 tag, it is safe to say that the company is a very reliable platform for booking an adventurous trip to a new destination and have a great experience.

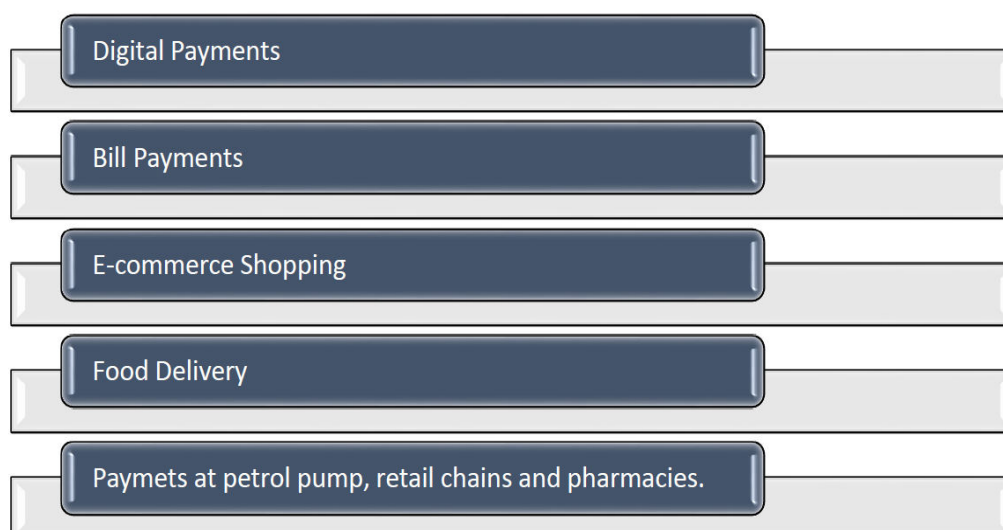
**MOBIKWIK: MOBLEPHONE BASED PAYMENTS AND DIGITAL WALLETS****Prof (Dr.) Poorva Ranjan and Prakriti Sinha****ABOUT THE ORGANIZATION**

MobiKwik is the biggest Buy Now Pay Later (BNPL) fintech company and also claims to have the largest mobile wallets in India. Their motivation behind this idea was to increase the credit penetration in the country which was just at 3.5% at the time. This needs to be done in context to the growing numbers of digitally paying users in the country. They focused on meeting the credit needs of the general public in the dynamic environment. Their idea was to combine the convenience of digital payments with the benefits of BNPL. The company was founded in 2009 by Bipin Preet Singh and Upasana Taku. They initially started their operations as a mobile wallet for the use of digital payments. Later on, they expanded their services to provide more convenience to their users.

As of 2023, the company claims to have 108 million registered users and over 3.45 million physical retailers, e-commerce and biller partners.

In 2012, the company introduced their subsidiary called Zaakpay with the intention of providing online websites to collect payments from its users using various payment alternatives like UPI, debit cards, credit cards and net banking.

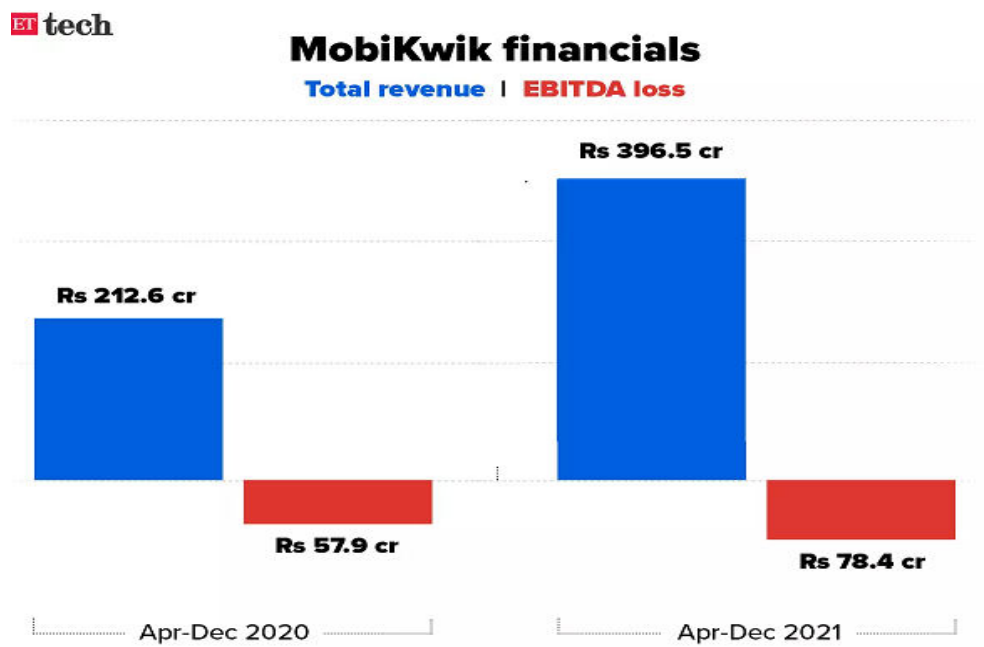
Services provided by MobiKwik

**Figure. 1***Source: Author*

## ABOUT THE ENTREPRENEURS

The company was founded by Upasana Taku along with her spouse Bipin Preet Singh. They both held a similar vision to capture the growing digital market in India. Upasana completed her B.Tech in Industrial Engineering from Dr. B.R. Ambedkar National Institute of Technology, Jalandhar. She also completed her post-graduation from Stanford University. Post her graduation, she became a part of HSBC in San Diego. After serving here for a couple of years, she also became a part of PayPal. Her experience at PayPal helped her gain more information about the various payment systems in Europe, America and Asia. By the end of 2008, she no longer wanted to be a part of the corporate industry as a worker since she wanted to run her own business. She wanted to get back to India and contribute to the Indian start-up industry. This was the changing point in her career.

## GROWTH OF THE ORGANIZATION



**Figure. 2**

Source: (Bhalla, T. (2022, March 10). IPO-bound MobiKwik expects revenue to touch Rs 600 crore by end of FY22. The Economic

Times. <https://economictimes.indiatimes.com/tech/startups/ipo-bound-mobikwik-expects-revenue-to-touch-rs-600-crore-by-end-of-fy22/articleshow/90081983.cms?from=mdr>.)

The above figure depicts the total revenue and EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortisation) losses incurred by the company over the course of a year, i.e., from 2020 to 2021. We can see that in 2020, their total revenue was Rs. 212.6 Crores and the same in 2021 was Rs. 396.5 Crores. This indicates a positive



change of 33.5% in their total revenues indicating that the company was performing pretty well even during the pandemic. But, in contrast to this, they also had an increase in their EBITDA losses which raised from Rs. 57.9 Crores to Rs. 78.4 Crores. This indicates an approximate percentage change of 15.04%. As of March 2022, the company claimed that 70% of the company's revenues are earned from customer payments with BNPL offering, MobiKwik and other financial services. Also, earnings from its subsidiary company, Zaakpay, also contributes to another 11% of the company's total revenue.

The company went public in September 2021 when they launched their Rs. 1900 Crores IPO (Initial Public Offering). It is expected that the company aims to touch the mark of Rs. 600 Crores for their total revenues by the end of 2023.

### **CUSTOMER SERVICE, REVIEWS AND EXPERIENCE**

Although it is seen that the company is doing pretty well in financial matters since the past couple of years, the customers seem to have some mixed opinions about the services provided by the company. Some of such reviews are below –

“MobiKwik app is the most rewarding app, that I have used recently. The offers here are accessible on some popular apps like Ajio, PharmEasy, Zomato, Swiggy etc. I have been regular MobiKwik user to pay off all my dues and to take advantage of the lucrative offers offered.” – Shashwat

“Well, I must say it is more complex to understand and very inconvenient for customers. I personally do not like supercash scheme for few reasons.

1. You may utilize only 10% of it in a transaction. So lets say you have 100 supercash then you will only be utilized Rs 10 in a transaction irrespective of the size of the transaction. It would have been more convenient had 10% utilization been decided on the basis of the total amount of the transaction. In that case I would have preferred to spend 1000 Rs using mobikwik wallet in order to exhaust 100 supercash.
2. It has got validity for some 45 days. In order to exhaust 100 supercash, as Kapil Patel suggested, you would have to perform 45 transactions!!! For that you will have to eat, sleep, think mobikwik only!! Now mobikwik has no penetration like PayTm. So you wouldn't find much stores (online and offline) accepting mobikwik wallet. So exhausting whole supercash is tricky
3. Again, you can't utilize your supercash on many online transactions. For e.g., I can't utilize supercash on JUnoo auto service.
4. I have had many stores complaining about mobikwik and they denied me paying through mobikwik citing the reason about Mobikwik's irregularities in cash settlement and that they were planning to discontinue it.

First of all, mobikwik should do away with supercash thing. The cashback should be simpler like freecharge, paytm. It should directly been credited in the main balance. Yet, If they want to continue with this supercash scheme, they should made is more simpler. 10% utilization should be calculated on the size of the transaction. So even if I were to spend 10 or 1000, if I could utilize only 10 Rs of supercash, it wouldn't appeal me. Else, in my opinion supercash is just like only old 20 paisa coins. You might accumulate them in crores, there wouldnt be any taker in outside world.” – Dushyant Garg

“I've been using MobiKwik for about a year, these comments are the only criticisms I've seen across. Because of my experience with Mobikwik, I am unable to trust these. I've used MobiKwik to make a variety of payments and never faced any problems. Although it's unusual, you might experience a technical issue that prevents the transaction at that time, overall, I'm really enjoying it.” – Dharm Singh

“Mobikwik is fraud , they eaten my rs 1420.30. even their UPI is not safe, as if you choose it to pay to merchant they include your wallet money & make a collect request for remaining amount, means they will not pay directly to that merchant via UPI. now at this step if transaction fails(which happened with me) , they will eat your UPI collected amount. now this is your tension to make them understand the case by writing & writing, sending screenshots but they will pretend to be legitimate & good but will not refund your money.

Mobikwik do not have email id for complaints redressal. their interface is not convinient , they block your messaging in it.

if you go to their facebook page & write, they will invite you on messenger, but that chat is not public, again the result is same “ writing & writing, sending screenshots but they will pretend to be legitimate & good but will not refund your money.”

i deleted all the cards, removed banks from UPI , deleted UPI, then deleted app after several years of use, as now i know their intentions are not good.” – Praveen Kansal

## **DISCUSSION AND CONCLUSION**

Even though the company seems to hold some precious titles such as ET Icon Brand of the Year Award 2018, Amity Leadership Award 2018, AWS Mobility Award and many more, the customers does not seem to be fully satisfied with their services. They claim to have been cheated and accuses the company as a fraud. However, some of them also seem to be highly satisfied with their services stating that their interface is pretty easy to work with and it provides services that has made their day-to-day activities much more convenient. The company faces a strong competition from Paytm, Freecharge, and Google Pay. If they do not focus more on customer satisfaction, it is likely that these competitors will take over their market share.

## **MYDALA.COM: AN E-COMMERCE PLATFORM**

**Dr. Shuchi Goel and Prakriti Sinha**

### **ABOUT THE ORGANIZATION**

Most internet shoppers are familiar with MyDala. Anisha Singh created MyDala, one of the biggest online coupon and discount sites in India, in 2009. Yet in only a few short years, it has expanded to serve 400 million people across 200 cities and handle about 20,000 transactions every day.

In 2009, MyDala was established with the straightforward goal of assisting users in making the most of local activities. For the past eight years, they have worked to ensure that they provide their members the best discounts at everything from the biggest movie chains and online retailers to the restaurants and salons in their own neighborhoods.

Their objective has been to offer marketing services to the companies that have been their partners from the beginning at little or no upfront expenses. To date they have collaborated with over 165,000 businesses and have over 38 million registered users that come to MyDala to seek for the greatest deals around them. They are spread out over 209 Indian cities. The modest aim of their group is to locate the greatest deals that maximizes the value.

Mydala's footprint and reach provide advertisers and merchants with specialized and affordable alternatives for reaching their target market through alluring deals and marketing campaigns. MyDala has 4 million monthly active users who conduct over \$300 billion in retail transactions.

### **ABOUT THE ENTREPRENEURS**

Anisha Singh is the founder of Mydala, the largest local services marketing platform in India and one of the first players in the Indian discounts market. Under the leadership of Anisha Singh, Mydala has thrived in a nation where discounts are the driving force behind consumer spending, and has contributed to the emergence of services like tattoo and spas.

Anisha Singh has an MBA in information systems from American University as well as a master's degree in political communication. She raised money for assisting women entrepreneurs while working for the Clinton administration prior to founding MyDala.

She is well-known in the e-commerce and e-retail industries and has spoken at a number of prestigious gatherings, including the Boao Forum in China, Start-up India, Surge, WIRED London, TEDx, One Globe Conference, TechCrunch, and GMIC.

She was also selected by the Women's Forum in France as an Emerging Star for 2016. In addition, she received Zee TV's and e-INC / eTales Awards for e-Commerce Entrepreneur of the Year 2016.

She served as a coach on the upcoming MTV Dropout, the first start-up reality show in the world where aspiring business owners were developed into formidable forces. She is a lighthouse for new entrepreneurs.

She started her career working for the Clinton administration on Capitol Hill, assisting female business owners in securing funding for cutting-edge ventures. She later joined Centra Software in Boston, where she assisted Fortune 500 firms in creating e-learning ecosystems. She started Kinis Software Solutions when she got back to India, which offers digital solutions for US real estate firms. Mydala is still going strong today, with 30 million registered users throughout 209 cities and more than 130,000 shops.

### **GROWTH OF THE COMPANY**

MyDala began its operations in December 2009 and has already been active online for more than 12 years. When MyDala first launched, Groupon was at its busiest, and Anisha concentrated mostly on customers who enjoy receiving significant discounts. Anisha gained a quick understanding of what marketers actually required by speaking with retailers and suppliers. They simply wanted a reliable web location to advertise their goods. All of these businesses—restaurants, tattoo parlours, and salons—wanted a platform to advertise their goods and services. Anisha swiftly pushed to close that gap and established itself as a platform for online marketing for both large brands and small enterprises.

MyDala switched to mobile when Snapdeal launched in February 2010 and stuck with it. In order to grow, it created its first mobile app in 2011.

At that time, Anisha Singh met a top Vodafone employee at a convention in Delhi. Vodafone, a large telco already, was eager to innovate. She mentioned providing text-based mobile vouchers that customers might use. Consequently, the business launched the service in 2012, and the outcome was unanticipated, and overwhelming.

Later MyDala quickly formed alliances with all of India's main operators. The ability to connect with mobile users who do not own a smartphone was another major issue that this collaboration assisted MyDala in resolving. Mobile vouchers from MyDala could be simply purchased through text, and the cost would be added straight to a pre-paid or post-paid mobile credit account.

While it seeks to expand its portfolio across categories and strengthen its presence in small towns, E-commerce company MyDala, in 2015, anticipated a six-fold increase in transactions on its platform to over Rs 19,000 Crores by the end of 2018.

"Everyone talks about Tier II and below, at MyDala we are truly focusing on that. We have successfully created a network that covers 209 cities and it is not just that we are present there, we receive ample traffic from these cities," MyDala CEO and co-founder, Anisha Singh told PTI.

The six-year-old company provides discounted offers in a variety of areas, including travel, dining, and health and fitness.

As soon as a customer purchases or books a deal, the business earns a commission; the remaining amount is paid by the customer when he visits the retailer to use the service.

"Gross service value, which is the retail value on the online and offline transactions, our current estimate that we are doing about Rs 3,200 crores annually as calculated today. We expect to grow that six times in the next three years that is by financial year 2018," said Anisha.

Mydala co-founder and CFO Arjun Basu stated that as of 2015 the company receives roughly 45% of its income and 60% of its traffic from outside Tier I cities. "Last year we did, in terms of net sales, about Rs 73 crores. In terms of post vendor pay off we did about 38 crores. These are our 2014 numbers. I can't disclose fiscal 2015 numbers but we have grown 100 per cent year-on-year," said Arjun Basu.

### **CUSTOMER SERVICE, REVIEWS AND EXPERIENCE**

"The site has been constantly keeping up to its promises. Mydala provides a wide range of deals for salons, spas, restaurants, pubs and many more. I have used their services several times and got discounts that helped me save my cash. They can improve the GUI of the website."

"Response from ur executive is good but u should directly give out the nos of the merchants who is already paying u for the deals."

"The place has great training and great managers. I get alot from the coworkers and they never let me fall behind."

"One of the best firm in E-commerce industry. Mydala is best one for discount coupons, deals, vouchers, promo code etc. Here you brush up you technical skills. No late night shifting.

Flexible timings, cab facility."

"Great Team and Motivators to follow and learn with. The Seniors are friendly and are always ready to help you out. Step-wise learning process and standardization of work. The workload is perfectly balanced. Happy & cool people all around, the terrace makes a wonderful hangout spot."

## **DISCUSSION AND CONCLUSION**

The headquarters of MyDala are in New Delhi. In three rounds, \$5.9 million had been raised. The expected annual revenue for MyDala is \$10 million. The three main rivals of MyDala are CouponDunia, Groupon, and Cashkaro.

As it gets ready for the public listing, MyDala will continue to concentrate on areas where "user adoption is happening" in order to develop by relying on people's daily requirements.

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**SHEROES: AN ONLINE ECOSYSTEM FOR WOMEN****Dr. Shalini Gautam and Prakriti Sinha****ABOUT THE ORGANIZATION**

Sheroes is a platform for women's communities that provides interactions, opportunities, and resources through Sheroes.com and the SHEROES App. SHEROES - Communities for Women, is a secure and trusted forum, where members discuss health, employment, relationships and share their life stories, triumphs and moments. The app also includes a special ask SHEROES helpline where community members can talk to counsellors on various parts of their growth journeys.

SHEROES provides a variety of products to its enterprise clients, such as Brand Solutions, the SHE platform for preventing workplace sexual harassment, and a Managed Remote Solutions programme. Together with community gatherings across geographies. SHEROES also sponsors the multi-city yearly flagship event #SHEROESSummit and #theshift Series - altering the gender narrative.

The SHEROES stack seeks to put 100 million women on the growth road map during the next five years. They received a prize in the "Social & Economic Empowerment" category of the IAMAI Digital Awards in 2018.

Their founder Sairee Chahal was ranked No. 53 on Onalytica's "Future of work Top 100 Influencers and Brands" list for influencers, and SHEROES was ranked No. 30 in the category of brands.

**LIST OF A FEW OF THE WRITERS OF SHEROES****Figure. 1***Source: Author*

## ABOUT THE ENTREPRENEURS/FOUNDERS

Chahal relocated to Delhi for her studies from her native Muzaffarnagar, Uttar Pradesh. At Jawaharlal Nehru University, she earned her M. Phil. in International Studies. At the Institute of Management Technology, Ghaziabad, she then completed her PGDBM (Postgraduate Diploma in Business Management). Chahal has received both the Aspen Fellow and the Cartier Award.

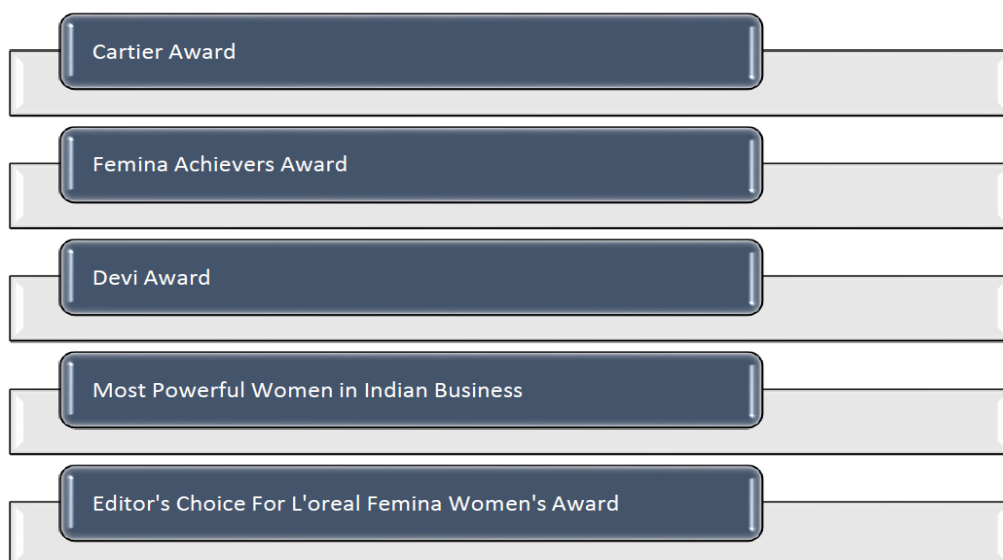
Chahal received her first experience in a start-up after finishing college. She was given the chance to start a newspaper for seamen in 1999. In 2012, Sairee began working on her business, Fleximoms. Fleximoms allowed women get remote as well as office work alternatives.

Sairee is a technology entrepreneur who has successfully combined the two worlds in her businesses Newslink, Fleximoms, and most recently SHEROES. SHEROES has become a powerful platform with a global reach thanks to her community-meets-platform strategy, which is changing the game for women and their dreams.

Sairee is acknowledged with creating an environment to aid women in their endeavors to become business owners and leaders. Sairee developed a solid technological play to address the issues with gender inequality in India.

Sairee is a winner of the Devi Award in addition to the Femina Achievers Award, Cartier Award, Editor's Choice for L'Oreal Femina Women's Award, Business Today, and Most Powerful Women in Indian Business. She is also an Aspen Leadership Fellow and a Braddock Scholar.

## AWARDS RECEIVED BY SAIREE CHAHAL



**Figure. 2**

*Source: Author*



## GROWTH OF THE ORGANIZATION

According to Chahal, the SHEROES helpline is an essential component of the business, and over 9 lakh women received counselling through it in the year 2018. These are one-on-one conversations with counsellors. “We have a team of professionals—director of women’s health, a bunch of doctors, counsellors and more—so women can get any and every advice. And they can get it not only from a counsellor but also from other women, mentors and more who are all on the network,” said Chahal.

Women can get advice from SHEROES in a secure setting regarding any personal issue, including domestic violence, legal rights, puberty, sexuality, and more. In addition, ladies can use the site to buy and sell things online.

According to secondary research by DataLabs by Inc42, SHEROES has so far attracted money totalling more than \$2.6 million over three rounds from renowned investors like Lumis Partners, Leo Capita, Vijay Shekhar Sharma, and more. Also, it inked a strategic relationship with Paytm, a prominent player in the fintech industry, in August of the year 2019. With this, Paytm expanded its payments app to include a social community platform for women, enabling them to interact on a variety of subjects like health, careers, hobbies, and more.

It has made many acquisitions, including Gharkamai, an online platform that helps women find work from home, LoveDoctor, and women's health app, Maya, in order to broaden its product offerings and give women a more seamless experience.

## CUSTOMER SERVICES, REVIEWS AND EXPERIENCE

*“Sheroes is the best app for any women. When you fell down or low just click to Sheroes, your mood gonna change instantly. You can get sisterhood feeling here. Safe app in comparison to other apps. Learn lot of things and help people learn as well. I would recommend it to every women.”*

- Durba Dey

*“The best women app, excellent for sharing content, feelings, milestones and experiences. Quite good for providing acknowledgement to many topics and many more things. Helped me to share my life, my triumphs, it connects me to many wonder woman! This time missed the conference but will definitely attend for my betterment towards my writing career. All the best! Literally of love.”*

- Triveni Sidha

*“Very good application for ladies and girls. This application are very helpful to me. All ladies and girl if u not share your problem with any person so this app very create help to you about all problem thanks so much Sheroes Team....Good Job”*

- Kinjal Soni

*“They provide free therapy and the therapists are really empathetic and helpful. If you ever need to talk to someone or want to share something without judgement, this is a great choice.”*

– Neha Ghosh

*“I had a great experience.... Using the App.... Got to learn alot about how to expand ur business it helped me to become a self-employed person.....”*

– Bharti Yadav

## **DISCUSSION AND CONCLUSION**

Alignment between what would have commercial value and social effect is undoubtedly difficult for entrepreneurs that build businesses. Early on in the process, you are probably going to be dismissed without much of a fight. Also, having a big, audacious aim while running a firm is not often accepted in the community. SHEROES as a business that defies the traditional startup rules, paving the path for fresh, modern ideas, yet nurturing these concepts from the ground up is challenging.

The market appears to be fairly busy and competitive when it comes to platforms that produce and mediate women's employment. SHEROES is in competition with both large and small industry partners, including, for example, LinkedIn, TheMuse, Jobs for Her, and Women for Hire.

**SUGARBOX: GIFT SUBSCRIPTION SERVICE AIMED AT WOMEN****Dr. Rashmi Chawla and Prakriti Sinha****ABOUT THE ORGANIZATION**

For those who don't know, Sugarbox is a service that offers ladies gift subscriptions. The presents include things in categories such as fashion, beauty, lifestyle and gourmet products.

Special gift boxes are produced by Sugarbox for its subscribers. Each box contains full-size, hand-selected products in the fashion, beauty, lifestyle, and culinary categories. They have the choice of a monthly, quarterly, semi-annual, or annual subscription. At the end of each month, the Sugarbox shows up at the door. The stylist at Sugarbox puts together a fun monthly box every month that includes items from the fashion, beauty, cuisine, lifestyle, and other categories.

For anyone who wants to treat oneself, Sugarbox is a gift box with a specific theme. They provide the customers with an exclusive service that includes hand-selected goods delivered to their door at the end of each month by a group of trained in-house stylists. They have distributed 24 boxes with different themes so far, including the Resort Edition, Summer Romance Edition, Desi-Pop Edition, Boho Chic Edition, Red Carpet Edition, and the Hot Mess Edition, among others.

**ABOUT THE ENTREPRENEUR/FOUNDER**

Niharika Jhunjhunwala is the woman behind Sugarbox. The 25-year-old entrepreneur is from Kolkata and attended the London School of Economics to study economics and management.

She returned to India after completing her studies and underwent a brief training programme at the Delhi Cabinet Secretariat's performance management division. She didn't make the decision to launch her own business until after she got married.

Niharika initially considered launching a brand of natural baby items. But when it failed, she had an idea for Sugarbox, which was established in November 2014.

“Right after my graduation from LSR and LSE, I have been brimming with new ideas for businesses and how to improve my family business. In India, family businesses are run in the “if it is not broken, why fix it” mode. Hence, to keep the peace, I decided to fly out of the family nest and experiment with a few ideas of my own. Sugarbox is one of these ideas. In today’s hectic lifestyle there are a lot of convenient options to gift others. I asked myself – why one shouldn’t gift themselves a little something every month. A nicely packaged surprise gift to yourself at the end of the month with – products across multiple categories. The sheer happiness of coming back home after a

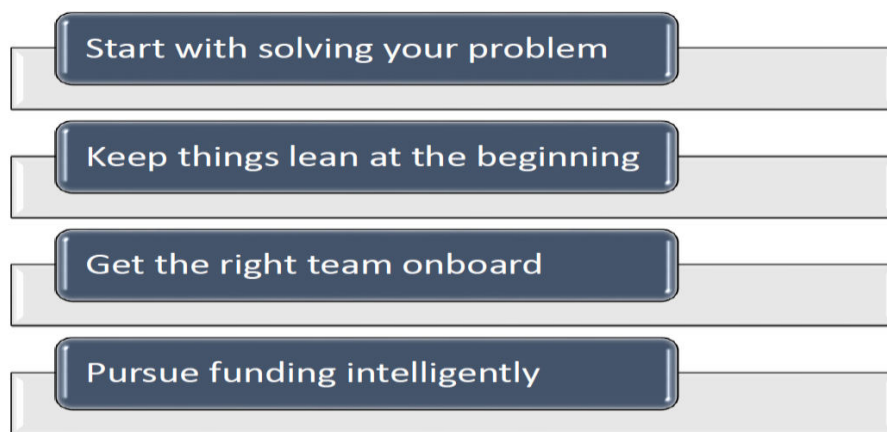
long day of work and receiving a box full of wonderful and valued goodies.” said Niharika.

She also added “The biggest challenge that I faced was to keep our consumers curious by ensuring the themes and products are exciting and interesting. The curation of products from international/domestic vendors has to be sought. In some cases, we get the products manufactured ourselves. Moreover, it was quite challenging to educate the consumers about our service, then build trust in them, and finally meet their expectations, such as, on time delivery, etc.”

### **GROWTH OF THE ORGANIZATION**

Niharika advises the following points for the start of a successful business or start-up.

### **KEY LESSONS FROM NIHARIKA’S JOURNEY**



**Figure. 1**

*Source: Author*

Below is a list of a few of the challenges faced by Niharika throughout her journey.

### **UNDERSTAND YOUR AUDIENCE**

Young women who wanted something sweet yet wanted to keep their health and taste comprised Niharika's target market, she realized. With this in mind, she designed her products, and it worked tremendously among young women. Sugarbox is currently one of the most well-liked candy companies.

### **DON'T BE AFRAID TO EXPERIMENT**

When Niharika started her firm, she wasn't afraid to try out various marketing techniques and product lines. She was able to rapidly identify what worked and what didn't so she could change her business accordingly.

### **BUILD A STRONG TEAM**

Niharika's success is largely due to the talented and driven people she surrounds herself with. Together, they transformed Sugarbox into the successful company that it is today.

## **STAY FOCUSED**

Although she overcame several obstacles along the way, Niharika never wavered from her objectives for Sugarbox. This dedication to a single goal has helped the business advance and achieve success today.

## **CUSTOMER SERVICES, REVIEWS AND EXPERIENCE**

“I received my packet at the right time, and it's looks perfect. I will definitely be ordering more.”

“I feel really happy whenever I got a gift with sugerbox.

Keep doing good job I have also ordered for my daughter.”

“I ordered the water sensor diya for Diwali 3-4 days before Diwali, they delivered it 1 day before Diwali. Very fast delivery.”

“Loved the panda lamp that I ordered from their website, really very good quality and material. Thanks SugarBox”

“My daughter used it once and she liked it , only thing is the front flap , it seems little long when compared to normal cap. Quality of product is fine.”

“Superb quality and quick delivery. Loved the item.”

## **DISCUSSION AND CONCLUSION**

Niharika created the first women's lifestyle subscription service. For people who wish to treat themselves, Sugarbox is an innovative and engaging subscription service that offers gift boxes with a specific theme. It offers the customers an exclusive service that includes hand-selected goods delivered to their door at the end of each month by a group of trained in-house stylists. Giving to others has always been at the heart of gifting.

**YATRA ONLINE: CREATING AWARENESS ABOUT MENTRUAITON****Dr. Pooja Sharma and Prakriti Sinha****ABOUT THE ORGANIZATION**

This is a major online travel agency in India that strives to be "India's Travel Planner" by offering "best in class" client service. Travelers on vacation or on business can browse, study, compare prices, and book a variety of services using their website, [www.yatra.com](http://www.yatra.com), as well as their mobile applications and other related platforms. More than 7 million clients have utilised one or more of their extensive travel-related services since their company's founding in 2006, including domestic and international flight tickets, hotel reservations, homestays, vacation packages, bus and train ticketing, activities, and auxiliary services. They are the largest domestic hotel booking site in India, with over 103,000 hotels contracted across the country.

Their strengths as a strong and "trusted" travel brand in India include a sizable and devoted customer base, a multi-channel platform for leisure and business travellers, a strong mobile eco-system for a range of travellers and suppliers, a strong technology platform designed to deliver a high level of scalability and innovation, and an experienced senior management team made up of industry executives with extensive experience in the travel industry both in India and abroad.

**ABOUT THE ENTREPRENEURS/FOUNDERS**

Sabina Chopra is an Indian entrepreneur, who co-founded Yatra Online, Private Limited and acts as its Chief Operating Officer (COO) of Corporate Hotels. She had previously worked for the corporation as an executive vice president of operations. She shares an amazing network with the travel industry and has 25 years of noteworthy job experience in the travel BPO sector. She was hired by RCI India, where she oversaw the strategic goals for expanding the Indian tourism industry. She actively supports the "female child" through NGOs and is a philanthropist. Her net worth is estimated to be \$263 crores as of 2016.

Sabina was raised in Delhi, India. She adores taking walks and being in nature. She enjoys making music and can dance beautifully. She possesses a variety of skills and serves as a model for many aspiring businesspeople.

Before helping to create Yatra.com, Chopra oversaw operations in India for ebookers, a European-based online travel agency. The University of Delhi is where she received her education degree. She enrolled in a bachelor's program in Arts.

In 1991, Sabina began her professional career at Japan Airlines as a manager or supervisor. She looked at sales, reservations, and ticketing at the airport. She spent 10

years working for Japan Airlines before quitting her position in 2001. She has also managed operations for Air Canada.

She later joined e-bookers, a prominent European travel business (Mr Jet). She spent three years as the Chief of Sales for the Indian equivalent of e-books before quitting her position in 2004. She began working with Rac Business Solutions (Aviva Plc), where she oversaw the business' operations.

She began working with Hewitt Associates in 2005, a provider of risk, retirement, and health-related financial services. In January 2006, she quickly quit her job to launch Yatra Online Private Limited.

She also held the position of Managing Director of Wyndham Destinations, the largest vacation club and exchange company in the world. She was employed there from March 2017 to July 2019.

#### **AWARDS RECEIVED BY SABINA CHOPRA**



**Figure. 1**

*Source: Author*

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

With a 30% market share of the 370 billion (\$4.6 billion) market for online travel-related transactions, it rose to the position of second-largest online travel provider in India in April 2012. With State Bank of India, it introduced the "holiday-cum-shopping card" (SBI).

In partnership with Qwikcilver, Yatra.com introduced e-gift cards in November 2013.

Yatra.com hired Vikrant Mudaliar as its Chief Marketing Officer in January 2016. At Lenskart.com, he had previously held the position of Chief Sales and Marketing Officer. In December of that same year, it was publicly listed on the NASDAQ under the ticker YTRA. Ebix, a US-based business, plans to buy Yatra.com in July 2019. Nevertheless, the deal was abandoned in June 2020.

Yatra.com announced an underwritten public offering valued at \$11.5 million in June 2020 and fired roughly 400 workers at the same time. Yatra joined forces with Oyo Rooms, Airbnb, and EaseMyTrip in June 2021 to create the Confederation of Hospitality, Technology and Tourism Industry (CHATT), a trade association for the Indian tourist industry.

In October 2010, Travel Services International (TSI), a provider of global distribution systems, and the Indian events and entertainment online BuzzInTown were three purchases made by Yatra.com. They were all bought for unspecified sums of money. Yatra.com purchased a 100% share in Travelguru in July 2012. Travel-logs.in, a Mumbai-based company that specializes in private tours and customized city walks, was bought by Yatra.com in 2016.

### **CUSTOMER SERVICES, REVIEWS AND EXPERIENCE**

“This travel site will be helpful and packages also reasonable prices. Its very useful. Better to choose this website and also accommodation details also giving.”

“This is very good site and very helpful people here in holiday package team. I required a package I fill online form and get very positive result. This is a traveling site that I find it is with you as a friend all the travel time.”

“Very good website for making a trip plan along with hotels and your favorite tour packages for your favorite spots.”

“I booked flight through yatra for the first time and was suffering from some post booking issues which was not possible to resolve without yatra's support. In fact the air lines denied me to help and adjust my flight timing.”

### **DISCUSSION AND CONCLUSION**

The company's expansion strategy has been heavily reliant on the acquisition of businesses, intellectual property, and skilled people. In order to grow their B2B business, particularly their international air ticketing for small and medium-sized businesses, they bought TSI and its subsidiaries in 2010. They purchased Travelguru's B2B and B2C entities from Travelocity in 2012, these companies are still well-known hotel aggregators in India. Through this transaction, they extended their hotel business by developing more direct hotel relationships in India and improved their inventory of economical travel options. To further solidify their position in the expanding corporate



travel industry in India, they recently purchased Air Travel Bureau Ltd. ("ATB"), India's largest independent corporate travel services provider.

Yatra is now India's leading corporate travel services platform by gross bookings, thanks to this united organization. In order to expand their company, they have also taken advantage of their dominant position in the Indian travel ecosystem to make a number of "acqui-hires", including the teams from mGaadi and dudegenie.

Customer support is essential to providing a superior user experience on their platform, which is something they are committed to doing. They offer customer support before, during, and after every step of their customers' experience. Their "touch-points" with customers include our website, mobile platforms, brick-and-mortar locations, contact centres, a network of over 17,000 agents across India who serve the demands of a sizable, fragmented travel agent market, and a portfolio of B2E clients in India that employs over 4 million people.

**MENSTRUPEDIA: CREATING AWARENESS ABOUT MENTRUAITON****Dr. Navya Jain and Prakriti Sinha****ABOUT THE ORGANIZATION**

Menstrupedia is a startup by Aditi Gupta which focuses on creating awareness about menstruation in society. It provides educational materials that have a high level of impact on the society in the form of workshops, comic books, animated videos and more. As of 2023, the materials that are provided by the company are used by over 25,000 schools and a number of NGOs, government organization and corporates. This is not limited to India only. The company has gone overseas and provides its useful and creative publications all across the globe. The idea behind the company is talk more about the neglected topics like menstruation and puberty to create more self-awareness among people. The company wants to be a source to initiate conversations on such topics which are usually considered a taboo. The founder pf the company, Aditi Gupta, intends to present the related information on the topic in such a way which is not only useful and factual, but is also easy to understand and sensitive towards the nature of the subject matter.

**ABOUT THE ENTREPRENEUR**

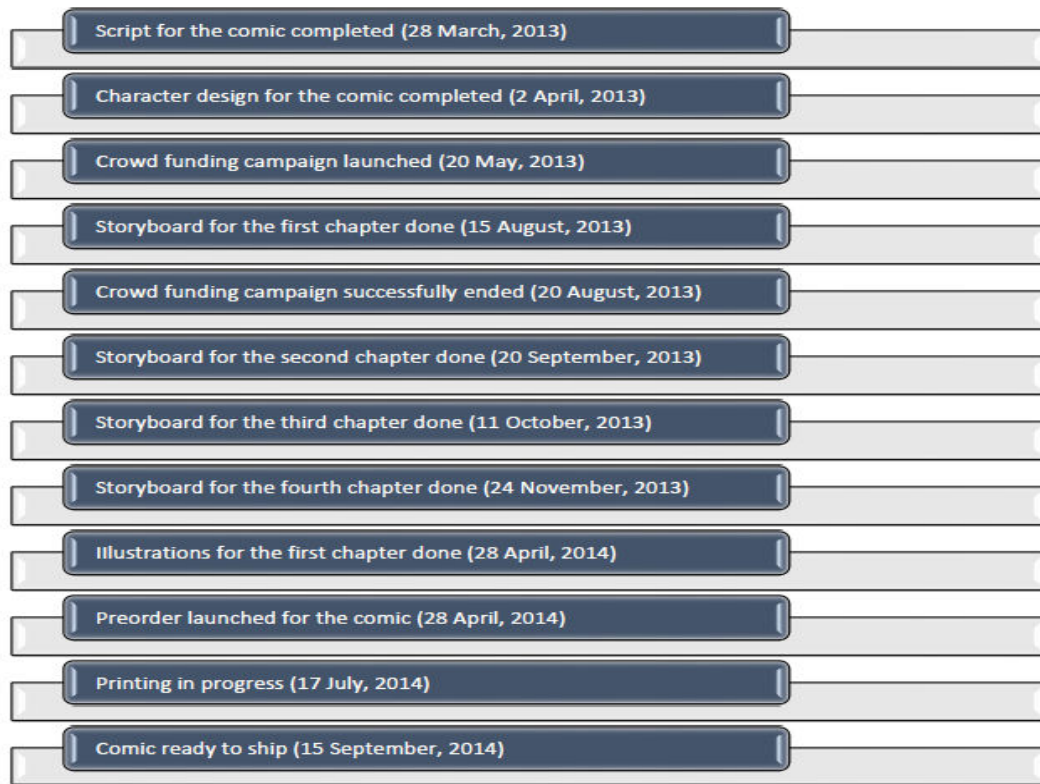
Indian author and co-founder of Menstrupedia, Aditi Gupta, graduated from the Natioanl Institue of Design, along with her husband. In 2012, she and her spouse co-founded Menstrupedia. She was included in the Forbes India 30 Under 30 list for the year 2014.

Aditi Gupta holds an engineering degree from the National Institute of Design in Ahmedabad and a postgraduate degree in new media design. She was born in Garhwa, India's Jharkhand region. Aditi and Tuhin Paul met at the National Institute of Design, where they both collaborated on a number of projects. Throughout their journey they noticed that even the most educated individuals had a shocking lack of knowledge about menstruation, and many still adhered to menstrual misconceptions. She founded Menstrupedia based on her adolescent experiences.

She conducted a year-long study on the topic of menstruation because of the lack of knowledge and education about it. She gathered data from girls and doctors, which inspired her to create a comic book with three young girls and a doctor as the primary protagonists. She then posted the comic books online ([www.talesofchange.in](http://www.talesofchange.in)). Gupta and her husband, Paul, founded Menstrupedia in November 2012 to increase information and awareness about the topic. When they were still students at the National Institute of Design in Ahmedabad, it first started as a thesis project. The website has now evolved into a resource for pre-teens and teenagers seeking knowledge on puberty and sexuality.

## GROWTH OF THE ORGANIZATION

### Development of the comic



**Figure. 1**

Source: Author

As it is seen in figure 1, the company started working on its very first comic in March, 2013 and it took them more than a year to complete it and ready to sell in the general market. The comic consisted of fourth chapter with illustrations for each of them. During the process, the company also launched a crowd funding campaign in May 2013, which continued for 3 months before finally successfully ending in August 2013.

During the illustration process, the company took out some test prints also to ensure that the colors are same as what they have desired. It is only when they were satisfied that they sent the comic away for bulk printing. This shows the efforts that the members of the company were willing to put in, even for the most intricate of details.

## CUSTOMER SERVICE, REVIEWS AND EXPERIENCE

Here is a list of the reviews of the customers of the company who shared how their experience was.

*“Awesome read. Grips attention of a girl as it covers many of the questions running in head and answers them in a simple way. It makes period talk smooth and removes all doubts and weirdness about it that usually is otherwise. We still don't talk about periods*

*as a normal thing though it's a monthly routine. This book is a great help to mother's like me as well who are not shy to talk but unable to find the right words or explanation. Too sure that if a mom is shy too then this is a must have. Suggest let boys read it too."*

– Meenal Thakkar

*"I bought it for my son as birthday gift. Nice book. Every parent should buy this one for their sons as how to get distracted from addiction? How to take care of themselves in puberty period? How to handle physical attraction at this period? I felt worth able of purchasing this book as Birthday gift for my boy."*

– Aswini Singh

*"Beautiful Book ...Very much Helpful for growing girls ....I highly recommend this book to each n every growing girls ...Because mother's do her helpful by her side but the way in form of story ,visual effects and patterns of teaching is very well explained in book .....Thank you so much Menstrupedia ...I am very much grateful"*

– Dr. Archana Raut

*"Best Puberty Comic Books out there. Both the comics for girls and boys are exceptionally well-made, with amazing storytelling and illustrations. Highly recommended for parents to introduce Puberty to their kids in a right way."*

– Riya Mete

*"I bought it for my younger sister and it was very useful to communicate the essentials to her. I would recommend every one to have the book for thier daughters/sisters."*

– Manav Sarvaiya

## DISCUSSION AND CONCLUSION

The book by the company is a great resource for what may be a devastating event in the lives of many young women. While it is not flawless, it merits praise for what it tries to accomplish: encourage young women to have the difficult conversations that their families are avoiding, educate them about their bodies, and comfort them that what they are going through is not shameful. The book's simply translatable format and straightforward language and ideas make it especially helpful.

The Menstrupedia comic defies a lot of normative understandings in the Indian framework, the idea of periods as being too hard to explain, as taboo, and the idea of the comic book as mindless entertainment.

**MAMAEARTH: D2C BRAND OFFERING NATURAL SKINCARE PRODUCT****Dr. Khushbu Khurana and Prakriti Sinha****ABOUT THE ORGANIZATION**

Ghazal and Varun Alagh created MamaEarth in September 2016 with the goal of making skincare rituals more stylish while still providing the finest care. MamaEarth, with its headquarters in Gurugram (India), stands out in the country's cosmetics market as an online retailer of natural and toxic-free skin care products.

With an initial investment of roughly 90 lakh INR from their own funds, they launched the business. The company garnered more than 1.5 million new consumers since it joined the market and became a huge success.

MamaEarth has made an effort to address a prevalent parenting issue in India by developing a cutting-edge product range. MamaEarth sells baby items that are safe according to the international standards and brimming with nature's goodness in a nation where the majority of the products on the market do not adhere to the safety laws.

As the first Asian company to receive the "MADE SAFE" certification, MamaEarth is frequently praised. The company sells items that are devoid of all known chemicals that are illegal in most nations. MamaEarth takes pleasure in producing goods with love and care rather than just as a business brand.

The founders wanted to create a brand that is friendly to parents everywhere, including the customer, whom they consider one of their close friends. The vision of the company is to be aware of the customer's problems, sympathise with them, and makes an effort to address most of them. A brand that every parent can rely on. They strive to improve and beautify the lives of mothers and expectant mothers. It is a company that intends to welcome all the infants into a secure and safe environment. With goods that are risk-free, toxic-free, and up to international standards, the brand looks forward to taking care of every parent and baby's welfare from in every way possible.

**ABOUT THE ENTREPRENEURS**

In 2008, Ghazal Alagh spent two years working as a corporate trainer at NIIT. Her first business, dietexpert.in, was an experiment in market expansion. But, despite her diligent efforts, she was unsuccessful. Since her initial business failed, she later became an artist for Being Artsy. Ghazal was initially associated with the business services company Honasa Consumer Private Limited. She later started her own business with her spouse, Varun Alagh. She serves as a director for the organization that eventually served as the parent company of her lucrative business, MamaEarth.

She was asked to judge the Startup empowerment program Shark Tank, India, in addition to being the co-founder of the Body Care company. The American Show of the same name served as the show's inspiration. Prospective business owners present a group of investors with their startup concepts. One of those investors was Ghazal. She was well-liked on the show for her viewpoints and business insights, which demonstrate her complete expertise in the subject.

### **GROWTH OF THE COMPANY**

Ghazal and Varun's pregnancies affected how they saw the treatment options and treatments that were available. As responsible parents, they searched the internet for solutions after having their child in 2017 that wouldn't end up having a detrimental impact on the baby's health. They were shocked to learn that all of it was a possibility. As a result, the baby care brand MamaEarth was created.

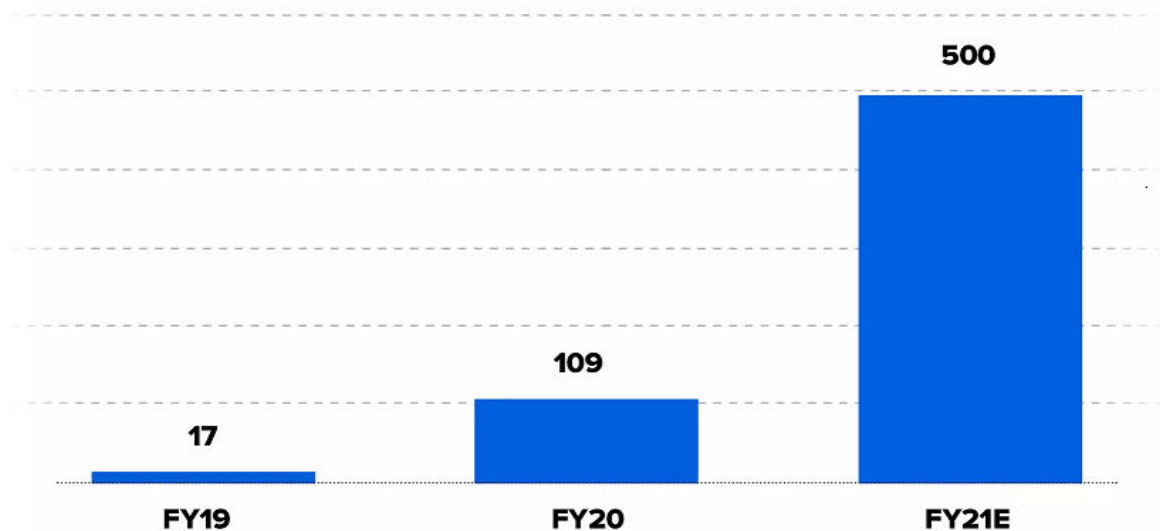
Subsequently, they added adult clients to their list of clients. In 2018, they introduced body care products alongside Shilpa Shetty, a well-known Indian actress, dancer, yoga enthusiast, producer, writer, businesswoman, and mother. For the Alaghs, she offered her support to the toxic-free goods. The haircare line that MamaEarth later introduced was a well-liked product line. The young actress Sara Ali Khan, as well as her mother and renowned actress Amrita Singh, were spotted promoting them. Afterwards, Sara was introduced as the line's brand ambassador. The brand's popularity was boosted by Ghazal's plan to actively engage a prospective Indian consumer base through social media and ongoing promotions, in addition to celebrities.

In addition to being well-marketed, MamaEarth is a trustworthy company. The goods are safe for moms and babies and free of toxins. This company is the first in Asia to receive a MADESAFE certification. The items are customized for Indian consumers while adhering to all international requirements. They believe that building a transparent brand that consumers can readily trust and honestly evaluate is their major goal. The goods are natural, manmade, and plant-based. They have carefully chosen a brand that supports the planet on which we all live. They aim to recycle more plastic than is actually used.



## MamaEarth's growth spike

Revenues (in Rs crore)



**Figure. 1**

*Source:* (Shah, S. (2021, April 23). Mamaearth eyes \$80-100 million at \$350-400 million valuation. The Economic Times.

<https://economictimes.indiatimes.com/tech/funding/mamaearth-eyes-80-100-million-at-350-400-million-valuation/articleshow/82202271.cms>)

In fig. 1, we can see that the company saw a great boost in their revenues by a total of a whopping Rs. 391 Crores within 1 year. It is evident that consumers became more aware and wearier about their skin and health during the pandemic and a toxin free company during those times is what they were looking for. This worked in the favor of the company excessively and it became an overnight success.

### CUSTOMER SERVICE, REVIEWS AND EXPERIENCE

“The best product I have used so far with such amazing results on my skin, I hope u continue this product as it is.”

“I used bb cream of mama earth...I got the best result ..with brighter skin, also free from Phthalates, PEG, DEA, Fragrances, Dyes, Formaldehyde and other ingredients”

“The product is really good and suitable for all type of scalp. It help to protect the hair fall and keeps your hair soft and moisturized use this product after every wash for dazzling result.”

“A very pleasant experience. I bought a few things and also the goodness insider. I received my products plus 2 free products and free shipping that too in just 4 days. The

products really work as my hair fall defense serum decreased my hair fall after just one wash and i plan to continue using it. The overall experience on website was amazing though the app was having a little glitch in it. The offers are wonderful and pretty nice. Absolutely loved my experience and will continue shopping from mama Earth.”

“My friend had recommended Mama Earth's dark circle cream. amazing product. I used for last 15 days and I find difference in my dark circles. On using continuously for 15 days my dark circle reduced up to half. So you can try if you have dark circle.”

### **DISCUSSION AND CONCLUSION**

The natural products industry has a successful start-up as MamaEarth. Its reputation as a company that clients can rely on and trust has grown. The business has achieved significant success thanks to the outstanding items it has created with premium ingredients. The items are not only useful but also inexpensive and risk-free for everyone to utilize. They achieved considerable success because to their distinctive items. They have done an outstanding job of understanding their customers' needs and meeting those demands. Their company and income plans are straightforward but incredibly effective.



## MAD STREET DEN: ARTIFICIAL INTELLIGENCE STARTUP

**Ms. Pooja Tripathi and Prakriti Sinha**

### ABOUT THE ORGANIZATION

Future AI architecture is being developed by the computer vision and artificial intelligence company Mad Street Den. The objective of the organization, which was founded by a neuroscientist-designer team, is to construct models of generalizable intelligence on a large scale that may be used by billions of people around the world in useful applications across industries.

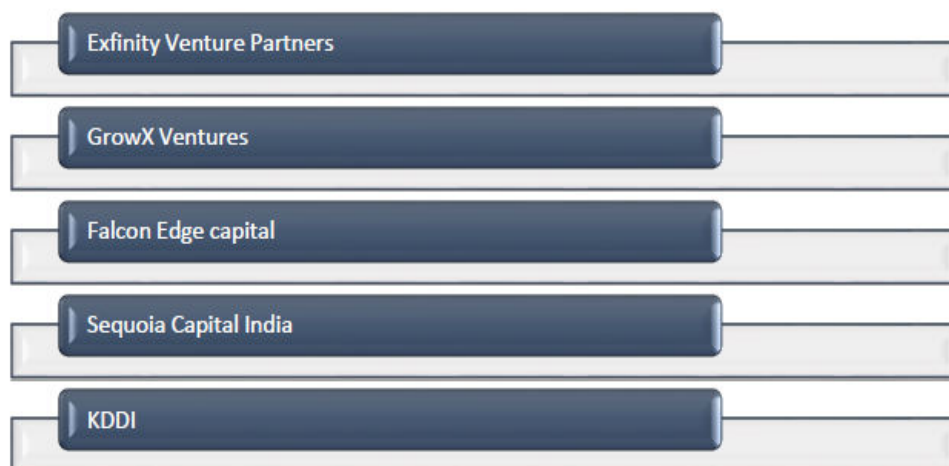
Mad Street Den, a San Francisco-based company, offers a vertically integrated artificial intelligence stack for retail called Vue.ai.

It extracts retail data using picture recognition and data science, analyses it together with user behavior, and then provides that data to retailers to help them make better decisions and personalize customer experiences across channels.

Startup Equity Partners, Falcon Edge Capital, and Sequoia Capital have all invested in the business.

A podcast featuring 100 entrepreneurs who receive funding from venture capitalists and investors has been launched by the organization. Ashwini puts in a lot of effort into providing clients and consumers with the highest value-added services.

### INVESTORS OF MAD STREET DEN



**Figure. 1** Source: Author

## ABOUT THE ENTREPRENEURS

The CEO and co-founder of the 2016-founded computer vision and artificial intelligence business, Mad Street Den, is Ashwini Asokan. Ashwini and her colleagues at Mad Street Den train computers to see and experience the world like humans do by giving them the power of sight and learning. Her team is credited with creating some of the most cutting-edge AI technology and solutions while operating across India, the US, the UK, Europe, Latin America, and Japan. The business unveiled vue.ai, an AI-based intelligent retail automation solution, which is reshaping the future of retail online, across social platforms, and in-store. This was the company's first vertical. She has been investigating how Artificial Intelligence might be brought to bear on socio-cultural and technological systems as a product leader. She worked with Intel in Silicon Valley for more than ten years, directing big teams of engineers, scientists, designers, and social scientists as they created context-aware technologies.

Ashwini's team is renowned for developing the most significant methods and AI products. She founded one of the first retail-based AI platforms in the world and is a member of a cloud-based start-up. Ashwini is unique from others because she is an AI entrepreneur. Women entrepreneurs are more adept than men in several entrepreneurial skills. The consumer industry now lives a new, distinctive lifestyle thanks to the AI technologies. Working at the nexus of social and cultural technological systems, she is a product leader. AI enables machines and computers to function as humans do.

Asokan has advocated for gender balance in the workplace and has assembled a team that is virtually made up of women in more than half of the positions and divisions. Many women left the workforce due to the epidemic, and MSD also experienced this situation. But Asoka said that "We also saw this as a fantastic time where we started working on getting women back to work as well from break by actively starting to run programmes."

## CORE TEAM OF MAD STREET DEN



**Figure. 2**

Source: Author

## **GROWTH OF THE COMPANY**

Mad Street Den (MSD), an AI company with offices in the US and Chennai, has raised \$30 million in series C funding, which was led by Avatar Growth Capital and included previous backers Sequoia Capital and Alpha Wave Global. MSD claims that by making the investments, they will be able to increase the capabilities of its AI products across industries as AI systems become more common in business applications. The business has witnessed significant demand for its AI platform over the last 24 months from the retail, finance, healthcare, insurance, and other areas it serves. By bridging the gap created by the shortage of trained data scientists, Blox, MSD's horizontal AI stack, helps to address a variety of business issues and offers scalability, speed, accuracy, and considerable cost benefits.

“At MSD, we’ve gone step by step in this vision we’ve had from day 0, of building a truly general AI platform taking a vertical-first approach into retail and the scaling that horizontally across several industries. The company’s north star is what is always was – helping very large enterprises and teams across the globe to become AI-native,” said Ashwini.

She also added “the plan is to utilize the funding to expand its Ai offerings across industries and product development”. She also mentioned that MSD has not seen any significant slowdown in demand despite the downturn in SaaS.

In an exclusive interview with CNBC-TV18, the business's co-founder and CEO Ashwini Asokan stated that the company is concentrating on "double-downing" on current geographies and clients in order to promote increased adoption of artificial intelligence across large corporations.

In the last two years, Mad Street Den has expanded from its early focus on building AI solutions for fashion and clothing retail to sectors like finance, logistics, insurance, pharmaceuticals, and healthcare. Fortune 500 organizations as well as other major corporations from Europe, India, the Middle East, the US, and Latin America are currently on the startup's client list.

## **CUSTOMER SERVICES, REVIEWS AND EXPERIENCE**

“MSD is a great company for me. MSD gave a good. Opportunity to learn and work on many technologies. Even if you want to cook something while working you can do that. And you are powerful in MSD and you can do anything and have all the rights express your opinion and thoughts.”

“Mad street den" is an organization where you get to learn about the collaboration between AI and fashion. It's a fun workplace but lots of hard work is involved in developing each product/service.”

“The team is always there for you and makes anything possible. The support is outstanding and they create a great team vibe. The tool itself helped us a lot making our on-model picture creation more efficient.”

“Amazing tools to make the work of an E-Commerce team so much easier. Fantastic support!

Amazing product and team. It saves a lot of time and money. We are using Vue.ai to create on-model pictures for the bags we produce.

## **DISCUSSION AND CONCLUSION**

A talented woman, Ashwini Asokan has set goals for herself in the area of artificial intelligence. Information technology plays a crucial part in every industry and the technological sector is expanding quickly. Ashwini is a successful product designer at her company and has expressed interest in this area. She has been investigating how artificial intelligence (AI) might bring about a new transformation in the business world.

With this, Ashwini is attempting to make it simple for the billions of people on the planet to access. She is the best illustration of women's empowerment and has helped numerous sectors by offering advice and technical support. This is Ashwini Asokan's motivational tale from the Mad Street Den. The beginning of an entrepreneur's journey was made possible by a woman who was self-reliant and diligent.

**LIMEROAD: INDIAN ONLINE CLOTHING MARKETPLACE****Ms. Roli Wadhwa and Prakriti Sinha****ABOUT THE ORGANIZATION**

A. M. Marketplaces Pvt Ltd is the owner of the Indian online marketplace Limeroad. The business is headquartered in Gurugram, Haryana. It is the first women's social shopping platform in India. It sells clothing and accoutrements for men, women, and children. By utilising its products, the portal enables users to customize the appearance of a virtual scrapbook and earn money from the scrapbook they make. As a marketplace for women's apparel, Limeroad was established in 2012 by Suchi Mohan, Manish Saksena, and Ankush Mehra. The name of the business is derived from Grand Trunk Road.

The business received US\$5 million in funding from Matrix Partners and Lightspeed Venture Partners in its Series A round in 2012, US\$15 million in its Series B round in 2014, and US\$30 million in its Series C round from Tiger Global, Lightspeed Venture Partners, and Matrix Partners in 2015.

In order to promote handloom and handicraft products online in India, Limeroad partnered with the Madhya Pradesh Government's M.P. Laghu Udyog Nigam (MPLUN) in 2016.

Finding items that stand out from the ordinary and that the company believes will grab your attention and hold it is the idea behind Limeroad. They also intend to provide these to their customer wherever they are and whenever they feel like they have the time to treat themselves.

So, they established a business to provide the customers with the items that they will adore, give them the freedom to design their own space, discover their hidden talents, and create their own looks and collections, assist them in sharing their creations with friends to get a second opinion, inspire or be inspired, and guide them through shopping in a way that will mesmerize them.

**ABOUT THE ENTREPRENEURS**

Indian businesswoman Suchi Mukherjee is the face of the popular online retailer LimeRoad. Suchi Mukherjee, who created LimeRoad alongside Ankush Mehra and Prashant Malik in 2012, is the company's founder and CEO. Although Prashant Malik left the company, Ankush Mehra continues to hold these positions at A.M Marketplaces Pvt. Ltd., LimeRoad's parent company, and Mukherjee is in charge of LimeRoad. She sought to establish South East Asia's biggest women-only market. Due to her contributions to advancing business and understanding consumer technologies, she has

received numerous accolades. She was chosen as the top "Rising Talent- global leaders under 40" in 2011 by the Global Women's Forum through the World Women's Forum.

Suchi Mukherjee was born into a middle-class family in Haryana. She excelled academically in both her high school and college. Suchi earned a Bachelor's degree in Economics with Math from the University of Cambridge after completing her studies at St. Stephen's College in Delhi. She is a Chadburn Scholar and a Cambridge Commonwealth Trust Scholar & Fellow. She holds the development economics university record. From the University of Cambridge, Suchi was elected as a member of Newnham Associates in 2008.

Her admission to The London School of Economics and Political Science (LSE), where she earned an MSc in Finance and Economics, came quickly after. She also received a British Chevening Scholar through which she attended LSE.

### **GROWTH OF THE COMPANY**

To increase brand awareness and increase sales, the company, which has the financial support of investors such as Tiger Global Management, Lightspeed Venture Partners, and Matrix Partners India, planned to open between 2000 and 3000 outlets by the end of 2021.

Limeroad intended that their first physical location will come up in the textile and fabric hub of Surat in Gujarat by March, 2018. The business planned to hire vendors, who will then run and manage their stores using a franchise model with Limeroad providing them with marketing and logistics support.

“You can experience fast fashion through those stores. Outlets selling multi-branded fashion and lifestyle products will be owned and operated by sellers” Suchi Mukherjee, founder of Limeroad told the Economic Times.

According to the most recent retail study by research firm Technopak, the Indian retail market is valued at \$490 billion, as of 2018, with fashion and clothing accounting for an 8% share, or \$40 billion.



Figure. 1

Source: (Maheshwari, R. (2016, December 26). Fight with Amazon and Flipkart bleeds small fashion etailers. The Times of India.

<https://timesofindia.indiatimes.com/business/startups/trend-tracking/fight-with-amazon-and-flipkart-bleeds-small-fashion-etailers/articleshow/56177064.cms?from=mdr>

Fig. 1 depicts the total combined losses of a few of the growing companies back in 2015 and 2016. Looking at Limeroad individually, in 2015, they suffered a total loss of Rs. 32.5 crores and in 2016, they loss was of Rs. 106 Crores. Therefore, the company's losses increased by a total of Rs. 73.5 Crores within 1 year. On the other hand, their sales also increased by Rs. 27 Crores from 2015 to 2016.

### CUSTOMER SERVICE, REVIEWS AND EXPERIENCE

Here is a list of a few of the reviews by the customers who shared their experiences.

"I purchased a shoes that was worth for the price and has a good quality. I am very happy and thanku for limeroad."

"Product images are an important aspect of shopping on an e commerce platforms. In my first order I was delivered a totally different dress than what I ordered on the app, so I returned it back and ordered a different dress. And, this time I got the same dress and yet it wasn't the same dress as shown in the image, because it had a noticably different pattern/design on the dress. Hope the issue is taken care of. All the best to limeroad."

"I purchased a tunic and returned it next day but refund is still pending , when I call on customer service number ,computer said that your refund has been made. Nobody pic the call, still waiting for"

"i bought a dress from Limeroad....it was amazing.....this was in return for the other dress which did not fit me....they were prompt in collecting it and even credited my

points immediately.....the dress which I chose and received in return is fabulous.....exactly how it looked in the pic...beautiful....amazing fitting....no complaints...I am highly satisfied with the price too.....amazing!!”

### **DISCUSSION AND CONCLUSION**

With its brilliant marketing strategies and inventive methods of client communication, Limeroad has been outpacing its rivals. The updates on Facebook and Twitter have made it easier for Limeroad to communicate with individuals right away, which has increased the volume of people visiting their website. Users interact with posts they enjoy by liking and sharing them on their personal accounts, which helps spread the word about the website.

The scrapbook function, which allowed users to share their unique appearances with friends and other users on social media, transformed Limeroad.com from a shopping website into a social platform.



**INFIBEAM AVENUES: E-COMMERCE MARKETPLACE****Ms. Shanu Jain and Prakriti Sinha****ABOUT THE ORGANIZATION**

Since its inception, Infibeam Avenues Limited (IAL) has concentrated on creating a digital organization that can both scale and address issues at hand. They had entered a number of digital-driven firms, and they used that experience to propel themselves to the top of the Indian market for Enterprise Software Platforms (ESP) and Digital Payment Solutions (DPS). With their in-depth knowledge of the international eCommerce and digital payments sectors, they serve the broad and diverse Business-to-Business (B2B) client group today. With offices in Mumbai, Delhi, Bengaluru, the UAE, the KSA, and the USA, they are based in Gujarat International Finance Tech-City (GIFT), India's most promising international financial hub.

By being faithful to their customer-centric approach and with a strong commitment to live up to their company credo — "Enabling Digital Transaction Worldwide" — they are increasing their leading position in the industry's core markets.

With extensive knowledge and experience in the fields of B2B digital payments and business software solutions, their outstanding leadership team serves as their guidance.

Their mission is “to provide world class state-of-the-art fintech platforms for trade, commerce and payments.” Their vision is “to enhance the way customers and merchants live, trade and transact through the digitisation and democratisation of commerce. We want to build a world class Fintech company as, our Fintech is ‘Next Generation’ and capable of delivering 10X value proposition to the customer.”

**ABOUT THE ENTREPRENEURS**

Infibeam Avenues Limited was co-founded by Neeru Sharma. With the brand names BuildaBazaar and CCAvenues, Infibeam focuses on creating integrated and synergistic e-commerce schemes that offer cloud-based, standard and bespoke digital solutions and payment solutions.

She had a clear notion of what she wanted to do after working for Amazon and Alcatel. She wanted to launch her own business with the help of creative and motivated teens. Retailers, governmental agencies, and brands in the Republic of India may find great success with Infibeam as an e-commerce platform. Its headquarters are in Ahmedabad, and it employs 1300 people. It also has offices in three other locations. Also, it has inherited a few other businesses like Picsquare, Odigma, and CCAvenue.

Neeru returns from a family that provides services. Her father gave the business a shot, but he ended up losing a lot of money. That is when her mother stepped in from being a

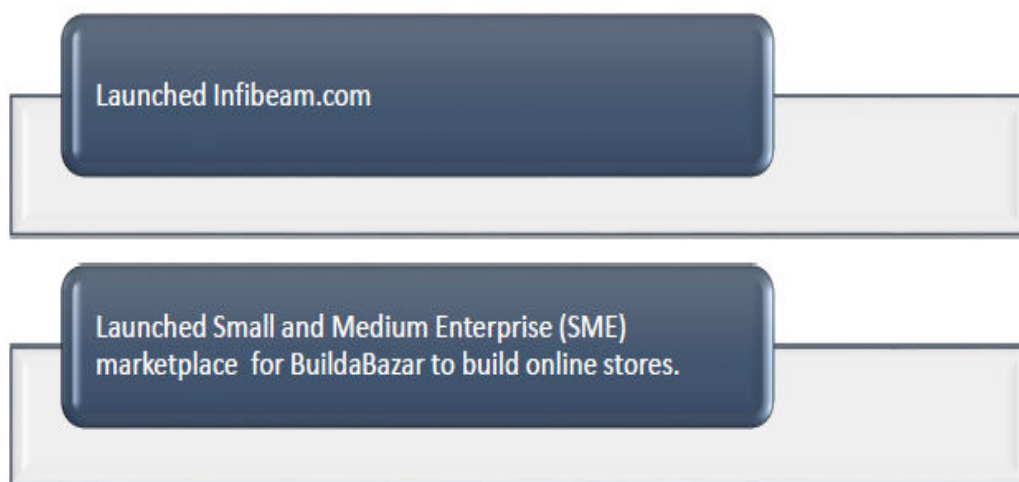
woman of the house turning into a businessperson, by need, so father might get out and canopy the losses with a secure work. She thinks quickly, is quite thorough, is encouraging, and has a lot of fresh, ground-breaking ideas. She might serve as a great example for authorized women in her industry because of this.

She has an engineering degree in computer science and a master's degree in business administration from Carnegie Mellon University. Prior to earning her MBA, she worked in the technology sector for five years, most certainly as a product manager for Alcatel in the Republic of India, where she oversaw R&D for significant medium-sized partners in France, Australia, and India.

Neeru earned a bachelor's degree in engineering science from MDU and worked for six years in the IT industry for major corporations like TCS and Alcatel while travelling the world. After this, she got married and her spouse persuaded her to go to Carnegie Mellon for a Master in Business Administration together with him. Since then, she has established a professional online presence and started working for Amazon.

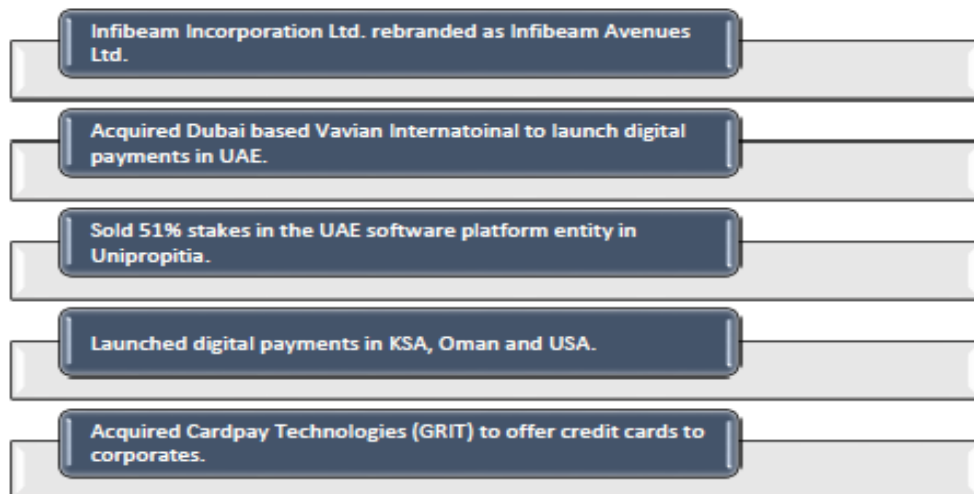
## GROWTH OF THE COMPANY

2007 – 2014



**Figure. 1**

Source: Author

**2014 – 2018****Figure. 2***Source: Author***2018 – 2020****Figure. 3***Source: Author***CUSTOMER SERVICES, REVIEWS AND EXPERIENCES**

“It's a good domestic level company.

An e commerce co. having 13 branches all over india.

With the employee strength of 1100 this company is running it's operation in smooth way facing the competitive Online market.”

“Infibeam is a e-commerce website. Working with Infibeam was good and bad. Office culture was pressurized and was not good. Staff was not supportive.”

“Relaxed work environment. Salary paid is not high and increment is also low. Staff is good. No scope of learning other than specified department. Flexible timing and no dress code.”

“I used this website and I got my delivery on time. I purchased a book on Christmas offer I got a good deal from Infibeam.infibeam have good book collection with international books also which is not available on Amazon.i am happy customer. Thanks you Infibeam.”

## **DISCUSSION AND CONCLUSION**

During its first three years of operation, Infibeam experienced significant growth but only because of word-of-mouth marketing. Only a small portion of India's enormous population is currently online, and only a small portion of those users are making retail purchases. Converting offline consumers into online Infibeam clients would help Infibeam grow its market share and profitability.

Yet, Infibeam has traditionally relied primarily on word-of-mouth marketing and a website blog to connect with and entice new clients. The offline community will not be reached by these strategies, and Infibeam lacks knowledge of the kind of complete marketing effort that will.

With the goal of providing funding in the amount of 2,000 crores to establish the IT platform, supply chain, delivery infrastructure, and inventory to employ 20,000 people in return for access to the state's network of 18,000 e-Gram centres, Infibeam has signed a Memorandum of Understanding with the Gujarati government.

**INDYA: A FASHION FORWARD BRAND****Mr. Bhupinder Singh and Prakriti Sinha****ABOUT THE ORGANIZATION**

A modern Indian wear company called Indya was established with the idea of reinventing traditional Indian clothing in light of the changing aesthetics and the way of life of modern women. Neither quite ethnic and not fully Western, the company promotes a hybrid of the two by focusing on modern styles made from plush materials and adorned with heritage designs, motifs, and embroideries as well as spectacular embellishments. Their clothing is made with Indian body shapes in mind and is inspired by a desire to make dressing up opulent but simple.

High Street Essentials Pvt. Ltd., which was founded in 2012, has become one of India's top omnichannel fashion firms. The company, led by two strong women named Shivani Poddar and Tanvi Malik, has positioned itself as the one-stop shop for all metropolitan women's fashion requirements. Together with Indya, HSE also owns FabAlley, a fast-fashion western wear brand with globally popular clothing and accessories, and Curve, a plus-size women's western wear brand.

The contemporary global woman who wants her Indian Wear wardrobe to be not only fashionable but also reasonably priced, practical, and effortless is at the centre of Indya's design philosophy. Each collection is a tribute to the rich Indian culture, with contemporary features adding glitz and ease to each piece.

The brand's core mission is to democratise fashion for young women around the world. Their affordable pricing points and global availability reflects the same.

**ABOUT THE ENTREPRENEURS**

Tanvi Malik and Shivani Poddar established High Street Essentials in 2012 as a fashion house for modern Indian ladies. The first online-only brand from the fashion house, FabAlley, offered young Indian women cheap attire to meet their needs. They introduced their app in 2015, and it now has more than 1.5 million active users each month. Indya and Curve were two further brands they introduced a year later.

Tanvi graduated from Lady Shri Ram College in Delhi with a degree in economics, and she also has an MBA in brand management from MICA Ahmedabad. She joined Titan as a Brand & Product Manager for high-end watches due to her interest in branding and marketing, then left to launch her dream project. Soon after, the pair introduced a diverse, affordable line of clothing for Indian ladies. Tanvi is the company's point person for design, marketing, products, and communications. Tanvi and Shivani wanted to create an Indian women's fashion line that was current internationally and catered to

Indian body types and aesthetics. They both quit their lucrative corporate jobs to pursue their entrepreneurial dreams.

The brands transitioned from being only online to having large format stores offline within the same year. They ended FY18 with positive EBITDA, and in FY19 the brand generated Rs 90.2 crores in sales. Though it wasn't easy, they originally had to battle to establish the ideal product-price-market match. They later conducted a thorough customer study to identify a solution and discovered that products that are reasonably priced yet stylish were the solution. But then arose the difficulty of finding the proper talent for the firm.

"Of course, the move from online to offline had to be well thought-out 'expanding from online-only to omni-channel retail in 2016 was tricky at first, since our products and supply chain were honed for online consumers. Once again, we studied the offline competition and processes thoroughly and ensured we developed a best-inclass offline retail model,'" said Tanvi.

### **GROWTH OF THE COMPANY**

Indya, a women's clothing company, has entered the skincare market and stated that it anticipates this sector to contribute between 15-20% of its overall sales over the next 18-24 months. With prices ranging from Rs 250-1,450, Indya, which is owned by High Street Essentials (HSE), the company that also owns the FabAlley brand, will launch 39 SKUs (stock-keeping units) in the face care category. The brand's website, exclusive brand stores, and online beauty marketplaces like Nykaa, Purplle, and Myntra will all offer these products.

"The USD, 2.5 billion skincare market, is one of the fastest-growing segments in India. By focusing our resources, robust logistics and marketing, and with our existing two billion-strong loyal customer base, we are aiming to grow this category swiftly," said Tanvi.

While millennial Indian women will always look to their kitchens for solutions, Shivani remarked that they are now more willing to invest in safe and effective items.

On February 1, 2021, Indya Skin Care items went online on Nykaa Beauty, Purplle, and Myntra. The section was anticipated to grow into a significant business category for the corporation.

HSE announced raising Rs 20.75 crore in investment in June 2020, with SAIF Partners and India Quotient serving as the lead investors. It had acquired Rs. 8 crores in venture loan from Trifecta Capital in January 2020. Around Rs. 97 crores in equity finance and Rs. 13 crores in venture loan have been raised by HSE overall.

Shivani Poddar and Tanvi Malik founded HSE in 2012 and for the fiscal year 2019, it declared a net revenue of Rs 90.2 crores and a profit of Rs 1.3 crores. The corporation does not break down the two brands' respective revenue contributions.

## **CUSTOMER SERVICES, REVIEWS AND EXPERIENCE**

“I absolutely love the Indya app! It's so easy to use, and the collection of ethnic wear is amazing. I have ordered several outfits from here, and they all fit perfectly. The quality of the material is also impressive. Highly recommend!”

“The Indya app has an excellent collection of ethnic wear, and the customer service is top-notch. I had an issue with one of my orders, and the support team was quick to respond and resolve the issue. Kudos to the team!”

“Indya is my go-to app for all my ethnic wear needs. The range of outfits available is fantastic, and the app is easy to navigate. I have recommended it to all my friends and family, and they love it too!”

“Indya is my favorite app for ethnic wear. Their collection is always on-trend. I highly recommend them to anyone looking for beautiful traditional clothing.”

“Indya’s outfits are so versatile. I can dress them up for a best friend’s wedding or to my colleagues wedding, they have it for all occasion.”

## **DISCUSSION AND CONCLUSION**

At Indya, they strive to defy cultural convention by creating opulent, cutting-edge, practical, and fuss-free designs. They seek beyond the conventional salwar kameez, skirt, and kurta styles to produce versatile fusion clothing that has been updated with practical elements. Think of sarees that have been pre-stitched, kurtas with connected dupattas, palazzo trousers with attached saree drapes, and slip-on jumpsuits.

Both Tanvi and Shivani credit their success to the fact that they have made it a habit to pay attention to what their customers have to say. This has resulted in a sharper brand positioning, game-changing category additions like plus-sized items, and improved pricing. They put in a lot of effort because they think that customers' opinions should be given the most weight in the fashion industry. Street Essentials is the fastest growing fashion house in the country with a bouquet of brands catering all women's wear categories.

“FabAlley and Indya are leading online brands with a large international customer base and we deliver to more than 30 countries worldwide. Given the dominance in both channels in a short period, both brands have the potential to become Rs 1,000 crore brands in the next five years,” says Poddar.

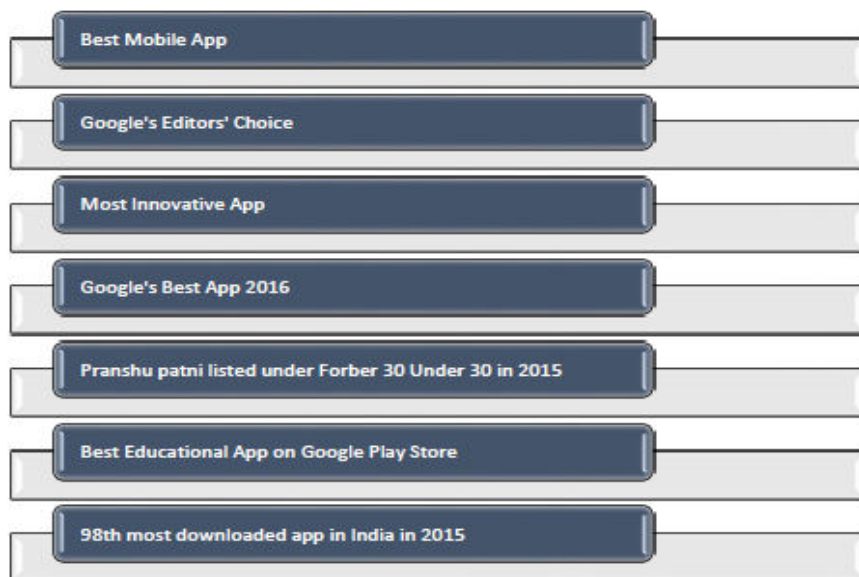
## HELLO ENGLISH: AN ENGLISH LANGUAGE LEARNING APPLICATION

**Mr. Swaraj Manchanda and Prakriti Sinha**

### ABOUT THE ORGANIZATION

CultureAlley introduced Hello English in October 2014. In December 2012, Nishant Patni, a graduate of IIT Bombay and Kellogg School of Management, and Pranshu Patni, a graduate of NMIMS, co-founded this edtech firm. It is operated by Intap Labs Private Ltd, which is situated in Jaipur. Tiger Global Management, a New York-based venture capital firm, led a \$6.5 million Series-A investment round for the platform in March 2015. Other participants included California-based 500 Startups and Kae Capital, founded by Sasha Mirchandani, as well as angel investors Rajan Anandan and Sunil Kalra. The platform had previously received money from Kae Capital in 2013 for an unknown sum.

### HELLO ENGLISH AWARDS



**Figure. 1**

*Source: Author*

### ABOUT THE ENTREPRENEURS/FOUNDERS

Nishant Patni, who was previously engaged to Pranshu, had a lightbulb moment when he had to move to Shanghai, China for an associate's degree exchange program. As a feeder, he was concerned that he wouldn't be able to explain his dietary needs to the locals. He quickly attempted to study Mandarin through online courses, tutorial books, and in-person learning classes, but had to give up at that time due to his hectic schedule.



Although there are many people who want to learn other languages, Pranshu concluded that there aren't as many opportunities to properly teach and improve our communication skills.

Pranshu resigned from her position as an associate nursing analyst at Pitney Bowes in Gurgaon at the beginning of her career to start working on CultureAlley. She initially launched a website that used various coaching approaches to teach languages, including English, Hindi, Mandarin, and Spanish. Also, they began with live, one-on-one Skype tutoring sessions. But unfortunately, CultureAlley, one of the biggest brooders in the world, entered the 2014 global batch of 500Startups. With the help of their experience, Pranshu changed the model from an internet site to a mobile-only app known as "Hello English" by CultureAlley. This gave Pranshu the chance to redesign the concept and gain significant popularity.

Only days before getting married, Pranshu and Nishant Patni founded CultureAlley. To pursue their ambition, they left their careers and returned to their hometown of Jaipur. Pankaj Faith, Partner at 500Startups, believes that major enterprises will surely come from small towns. The absence of the local web is compensated for in smaller cities by cheaper costs and reduced attrition.

### **GROWTH OF THE COMPANY**

One of the 24 winners of the government's AatmaNirbhar Bharat App Innovation Competition was awarded to Hello English in 2020. Its road to get there, though, took eight years to plan. For the first time, English was recognised as India's secondary language after Hindi in the 2011 census. Since then, estimations have shown that, of the 800 million people in India who are of working age, only 13% speak English (albeit not fluently). India is second only to the US in terms of the population that speaks English, according to a 2012 BBC Study.

While many of us today may pick up a new skill by simply logging onto an edtech platform, in 2012 there were few tools available for learning the English language. However, as the globe grows more globalised, corporate employers in India now want employees to know English, which restricts job options for many. Nishant and Pranshu Patni, built their entrepreneurial career on this realisation and nearly two years of market research. To help people all across the world acquire English as a skill, the couple released the mobile app Hello English in 2014.

Since its launch almost six years ago, the app has grown to a team of 30, more than 10 million installs on the Google Play Store, more than 50 million users, three million monthly active users, and a 985 organic reach. The business is backed by investors like Tiger Global, Rajan Anandan, 500 Startups, and Sasha Mirchandani of Kae Capital, and its revenue has increased by over 14% year over year.

## BRANDS USING HELLO ENGLISH APP



**Figure. 2**

Source: Author

## CUSTOMER SERVICES, REVIEWS AND EXPERIENCE

“Hello English: Learn English is an app that's perfect for non-English speakers to try to learn the language in a relatively quick, relatively simple, and relatively fun way. Of course, all this relativity depends on the user's level of interest and motivation to learn English.

The most interesting thing about Hello English: Learn English is that it provides more than a hundred interactive lessons to help users learn grammar. The best part is that all these lessons can be done offline. The only time you need an active Internet connection is to ask your English teachers any questions you may have.”

*“It's a very good application. And this is my favourite application. This app is very helpful for learning English, speaking , reading and writing and developing communication skills . It can be started from basic level as well as advance level. Thanks for Hello English Team.”*

– Zameer Ahmed Lone

*“Best app for learning and developing communication skills. It is structured in an appropriate manner for learning English from basic to advance. And even we can basic or may be intermediate level of English at free of cost. I'm loving this app because it's really creating value for me.”*

– Aayushh Gogalia

**DISCUSSION AND CONCLUSION**

The business has only begun developing a push into a largely B2B business strategy. The 200 able employees of a state-based alcohol producer are currently receiving English instruction using a customized mobile application. The rise of businesspeople like Pranshu Patni may be a definite sign that female entrepreneurs are no longer an uncommon species. According to GSV Advisors, the global market for education is worth about \$115 billion. Specifically in the Asian nation, knowing English has become essential because it fosters independence and raises self-esteem at work. We can therefore confidently infer that CultureAlley has a very bright future based just on these prospects.

Learning is being redefined by CultureAlley's logical audio-visual teachings and interactive observation activities. English, Spanish, Chinese, Hindi, Japanese, Italian, French, and Korean are among the languages they provide courses in.

**HAREEPATTI: FINANCIAL ADVISORY FIRM****Ms. Priyanshi Jain and Prakriti Sinha****ABOUT THE ORGANIZATION**

For its 500+ happy families, Hareepatti has one mission: "Building Wealth of Happiness". Since Hareepatti's incorporation in 2005, every customer, or member of the HP Family, that we have welcomed into the fold has remained with the company. With the appropriate asset class and product exposure, all skillfully sewn together as per the individual needs, they assist their clients reach their financial objectives through their knowledge, experience, and effective infrastructure. They offer financial consulting services in addition to selling insurance and investment products, guiding people who work with them towards a more sustainable financial future.

During the past 16 years, they have worked to make sure that both their clients' long-term and short-term goals are successfully attained. The parent firm, Trilok Singh & Associates, which was founded in 1979 by Ms. Gurleen Kaur's late father, Late Shri Trilok Singh Jee, is logically expanded into by Hareepatti. They reported that many of them are still related to the Hareepatti family, and they have provided service to the same family for three generations.

**ABOUT THE ENTREPRENEURS/FOUNDERS**

Gurleen Kaur Tikku is a Certified Financial Planner under the FPSB in the US and an AMFI-recognized Certified Mutual Fund Distributor (Association of Mutual Funds in India). She has been certified as an Insurance Adviser by the IRDAI (Insurance Regulatory and Development Authority of India). Need not to mention that she was recently recognized by them as one of the Top 40 Health Insurance specialists.

Also, her videos on Facebook, LinkedIn, Instagram, and YouTube include a wealth of financial knowledge.

Another name for her is "Doctor of Personal Finance". She predicts that the concept would eventually resemble a doctor's office, with investors paying for advice on how to manage their finances. Even while this industry is currently even smaller than 1%, it is projected to surpass 5% in the following ten years thanks to growing awareness, higher stakes, and improved comprehension.

She has also received recognition as one of India's top 30 female entrepreneurs, and numerous media outlets have also written about her.

Throughout the past 13 years, Gurleen has been able to give financial freedom and literacy to many people, thanks to her experience and ongoing education. She creates a variety of articles and posts to advance her goal of raising financial literacy. Gurleen

obtained a BA in Business Studies from the College of Business Studies (Delhi) and received her MBA from the Institute of Management Technology (Ghaziabad).

Gurleen initially entered the market to carry on her father's business when he died away in 2005, but she soon realised that the general public lacked access to sound financial guidance, so she founded Hareepatti to expand on her father's original vision. Gurleen wants to share her financial expertise with other women and underprivileged people because she has always been good with numbers and financially independent. She routinely conducts courses and workshops to do this. With Hareepatti, she is able to demonstrate her personal ideals of integrity, honesty, and transparency. Despite being a mother of two, she devotes a lot of her time and energy to her passion for financial counselling and literacy, and she aspires to increase public access to financial planning.

## **GROWTH OF THE ORGANIZATION**

### **SERVICES PROVIDED BY HAREEPATTI**



**Figure. 1**

*Source: Author*

### **FINANCIAL PLANNING**

Financial planning is based on goals, which are unique to each person. The goal of managing your funds is inevitably going to alter as a result of shifting circumstances, lifestyle, and other things. With this conviction, Hareepatti provides solutions that are tailored to the customer's needs and personal style, making planning itself unique and preferred. Through expert financial advice, they enable the customer to realize their goals in a respectable way, including those related to child education, marriage, homeownership, tax savings, and a healthy retirement.

### **MUTUAL FUNDS**

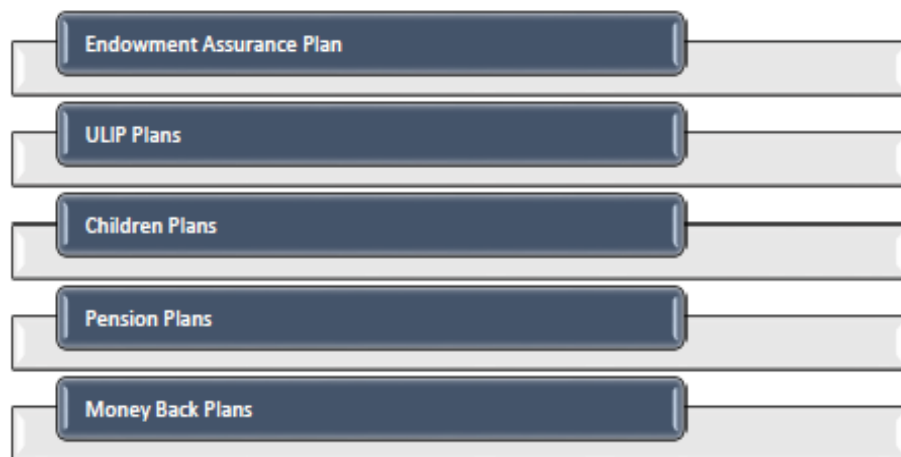
A mutual fund is a portfolio, or collection, of individual assets that are managed in accordance with a clear aim stated in the prospectus of the fund. These securities can

include equities, bonds, or money market instruments. Investors can pool their funds in a mutual fund, which then makes investments on their behalf.

In general, mutual funds are able to hold a wide variety of investments, providing a level of diversification that is typically only possible with larger portfolios. Mutual funds allow investors to build a varied and well-balanced investment portfolio with very little capital since they invest in a range of stocks, bonds, and other assets.

## LIFE INSURANCE

### VARIOUS LIFE INSURANCE PLANS



**Fig. 2**

Source: Author

## HEALTH INSURANCE

In the midst of all the wealth and riches the customer possess, they occasionally have a tendency to forget that their health is their most valuable possession, and that once it is gone, no amount of material wealth will matter much. As a result, they must always use caution when handling this priceless and priceless item. Some people are healthy at birth, while others are not. But, predicting what might happen to our health at any given time is completely impossible. We might become victims of a sudden illness at any point. In an emergency, the health insurance helps us. It offers us security and financial protection.

## CUSTOMER SERVICES, REVIEWS AND EXPERIENCE

*“Got connected with Gurleen for porting my existing Health Insurance policy and got a fabulous alternative recommendation. What I liked is her spontaneity and her ability to understand the customer requirement so quickly. She knows the product's offering and very well highlighted the pros and cons of the policy. She got all the documentation done fast and got the policy issued on time. Appreciate the good work being done by her and the HareePatti Team. Keep up the good work !!”*

– Rahul Gupta

“You and your team have been very supportive throughout this journey of initiation of my health insurance. Thanks again for all the support my policy porting.

You are wonderful and I want to have long term best relation when its come to financial terms keep it up.

*“Will inform my family and friends about my experience and if they are interested, they can also get similar support from you and your team. All the best Mam for you and your team.”*

– Pramod

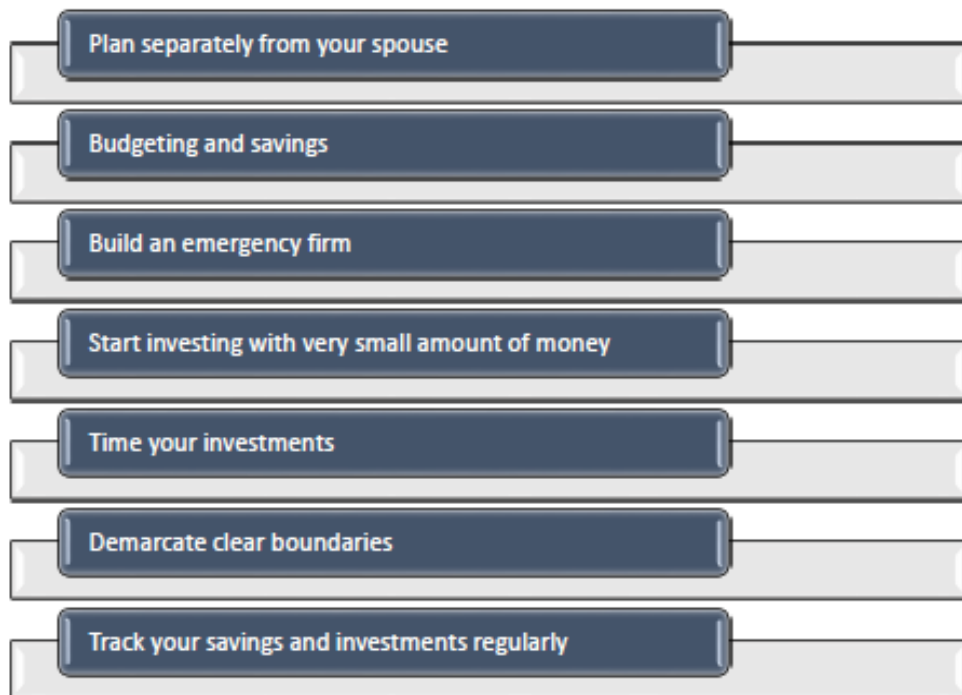
*“HareePatti team has good knowledge of medical insurances available in India and I got lucky to have found them online. Got my health insurance through them very easily without hassle. I hope team HareePatti keeps up the good work in future as well. I highly recommend to anyone who is looking to buy medical insurance.”*

– Mayank Raj

## **DISCUSSION AND CONCLUSION**

In brief, this is how the company believes that financial planning can be done in a n effective way.

## WAYS FOR FINANCIAL PLANNING



**Figure. 3**

*Source: Author*



**BYJU'S: LARGEST ED-TECH STARTUP****Ms. Shirly Rex and Prakriti Sinha****ABOUT THE ORGANIZATION**

Byju's set out with the goal of creating a community of engaged self-learners while also making high-quality content and instructors available to students anywhere. Byju's started Think & Learn Pvt. Ltd in 2011 to provide learning programs with a distinctive blend of technology, content, and pedagogy, building on his wildly popular offline workshops that sold out stadiums.

The company saw two million downloads of its main product, BYJU'S - The Learning App, within three months of its release, further revolutionizing the way students study. With a comprehensive approach to education, the app uses animated films, games, quizzes, and other content to make learning interactive, adaptable, and personalized.

The company wanted to focus on building a technology that helps all types of students study in their own style and at their own pace. It believes that every encounter relies on engagement to promote cognition, comprehension, and learning outcomes.

Technology, interactive material, and individualized learning approaches all come together in BYJU's objective to develop cutting-edge, worldwide learning solutions. The corporation has further broadened their market by acquiring Osmo, WhiteHat Jr., Epic, and other companies.

**ABOUT THE ENTREPRENEURS**

Bangalore is where Divya Gokulnath, co-founder of BYJU'S was born. Her mother worked as a programming executive for the TV corporation Doordarshan, while her father was a nephrologist with Apollo Hospitals. She is her parents' only child. After graduating from Frank Anthony Public School, Divya attended Bengaluru's RV College of Engineering to earn a Bachelor of Technology in Biotechnology. Byju Raveendran, who was instructing her GRE exam prep course, was the first person she encountered after she graduated in 2007. Due to her inquiries during the breaks in between the lectures, Byju encouraged her to pursue a career in education.

At the age of 21, she started her career as a teacher in 2008. She stated to Fortune India in 2020, "With 100 students, it was an auditorium-style lesson. They were only a few years younger than me, therefore I attended class dressed more maturely by donning a saree." She taught English and Mathematics during her teaching career.

In 2011, Divya co-founded the online education company Byju's alongside her husband. The business initially provided in-person instruction to supplement classroom instruction before launching an online app with video sessions in 2015. As a teacher,

Divya has made appearances in a number of the videos online. Divya oversaw brand marketing, content, and user experience during the COVID-19 lockdown in India. She oversaw BYJU'S free educational content access so that students may continue their studies at home even in the pandemic.

### **GROWTH OF THE ORGANIZATION**

Byju Raveendran, an engineer and teacher, established BYJU'S in 2011 as Think and Learn Pvt. Ltd. The company, which has offices in Palo Alto, California and Bangalore, India, quickly expanded to become one of the largest ed-tech firms in the world and one of India's top 5 most valuable private internet companies.

With 6.5 million annual paying subscribers, its main product, BYJU'S - The Learning App, was introduced in India in 2015 and today serves more than 100 million enrolled students worldwide. On average, students use the platform's educational content for 71 minutes per day to learn.

The Disney.BYJU'S Early Learn App was introduced in India in 2019 to provide young learners with interactive, individualized lessons.

The BYJU'S Learning App and BYJU'S Magic Workbooks with Disney were most recently released by BYJU'S in North America for grades Pre-K to 3.

As of 2023, BYJU'S employs more than 10,000 people worldwide, including a content and research team of over 2500 highly qualified educators and learning science specialists who research and develop the curriculum.

With support from the Chan-Zuckerberg Initiative, Tiger Global, Naspers Ventures, CPPIB, private equity firm General Atlantic, Tencent, Sequoia Capital, Lightspeed Venture Partners, Sofina, Verlinvest, Owl Ventures, and Times Internet, BYJU'S, a digital-first company, is continuing to revolutionize education.

## AWARDS WON BY BYJU'S



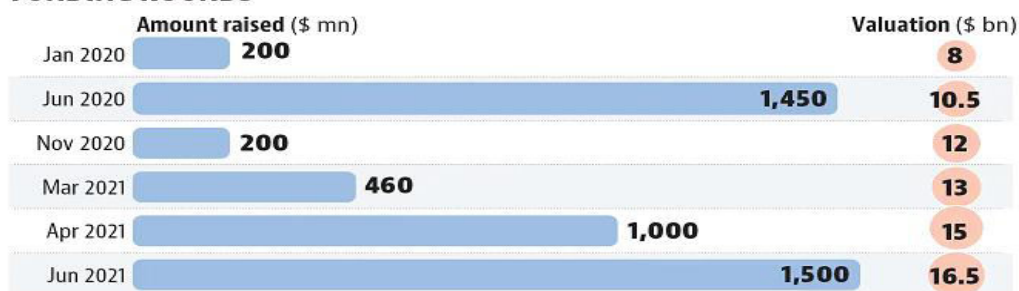
Figure. 1

Source: Author

## Tutoring boom

Byju's is seeking a 27% jump from the \$16.5 bn valuation at which it raised funds in June. A look at the online education firm's recent funding rounds and acquisitions:

### FUNDING ROUNDS



### BYJU'S BIG ACQUISITIONS THIS YEAR (in \$ mn)



Figure. 2

Source: (<https://www.hindustantimes.com/business/byjus-to-raise-1-5-billion-at-21-billion-valuation-101629076796327.html>)

**CUSTOMER SERVICE, REVIEWS AND EXPERIENCE**

“The program is designed in a way that makes learning fun and engaging. The lessons are short and sweet, which is great for children who get bored easily. Each lesson has an activity that reinforces being taught and allows for immediate application of the lesson.”

“BYJU'S application is a great way to learn math and science. It is easy to use and can be accessed from anywhere. The videos are very clear and the explanations are detailed. The content is up to date and the app provides practice questions for each topic. One of the best features of this application is that it provides an environment where learning is fun and interesting.”

“BYJU'S provides access to helpful videos from teachers who want to teach students how best use technology at home or in the classroom. The content is also always updated from time-to-time which means there are always new ways for children to learn!”

“I like that BYJU'S application is easy to use. I can use it on the go, and it has a clean interface. I also like that it has a variety of resource for my daughter, including videos and games. It's great that there are so many teachers available to help her if she needs it.”

“I think BYJU'S is a great application to use with my daughter. It helps her to practise her math and science skills, Which are important for the future. It also helps her to feel more confident with her abilities and I can see that she is enjoying it!”

**DISCUSSION AND CONCLUSION**

The Byju's App is renowned for providing students with a self-paced learning environment by letting them work through challenging ideas. The app offers an immersive learning experience by utilising a variety of contemporary methodologies, including web-based learning, visual graphics, video-based training and more. The students can better learn fundamental ideas and get ready for their exams, thanks to these advancements. It is also evident that Byju's app efficiently incorporated constructive ways of teaching and learning, which changed the scenario of Indian education. Most of the responders feel that the software is interactive, effective and convenient. Yet, we can also see that some users, who are not frequent app subscribers, are unable to use this programme for tailored learning. For typical Indian students, a regular subscription is pricey. Byju's App is working hard to change the way that education is provided, and if it can become more accessible to more people, it will undoubtedly become popular.

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# Women Entrepreneurship Startup in India

## Case Bank I

The emergence of women's businesses and their significant impact on economic development has given women's entrepreneurship a boost in recent decades. Women entrepreneurs play a significant role in the effort to advance both economic and social sustainability in today's fast-paced society.

This book focuses on how business viewpoints and women entrepreneurs' social beliefs and way of life collide. With a focus on emerging entrepreneurial start up tendencies, evolving organizational design and workplace environments, frugal innovation and technology, and changes in market behavior, the characteristics of women entrepreneurs in India have been discussed.



**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.



**Dr Poorva Ranjan** is a professor and head of DME Management School. She is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a certified POSH (Prevention of Sexual Harrasment) trainer. She works closely with students for skill enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security and Google Tools, to name a few. A Google certified digital marketer, she specialises in Social Media Marketing and Content Development. Her areas of work/teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management and Skill-building.



**Dr Khushbu Khurana** is currently working as an Assistant Professor at DME Management School affiliated with Guru Gobind Singh Indraprastha University. She has done her PhD in Organisational Behaviour and Human Resource Management from Jaypee Business School, JIIT University, Noida. She has worked on the employability skills of engineering students. She has been awarded UGC-NET- Junior Research Fellowship in the year 2016. Dr Khushbu Khurana has presented papers at national and international conferences and has research publications in ABDC and Scopus indexed journals. She is presently working on the topics of Employability Skills, Green HRM, Employee Experience, and Research Motivation. Her areas of work/teaching and research are Organisational Behaviour and HRM. She has gained experience in teaching and research as well as has three years of industry experience.



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