

PAGE 1 OVERVIEW

STARTUP FUNDING INSIGHTS (2015-2024)

Year



Total Funding (\$)

42bn

Total Startups

2348

Total Investors

2381

Total Cities

65

Industry_Vertical

All

City

All

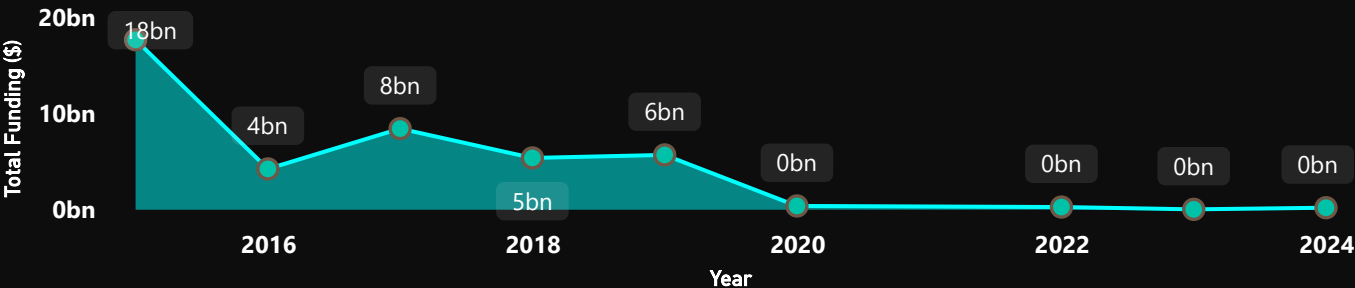
Investment Type

All

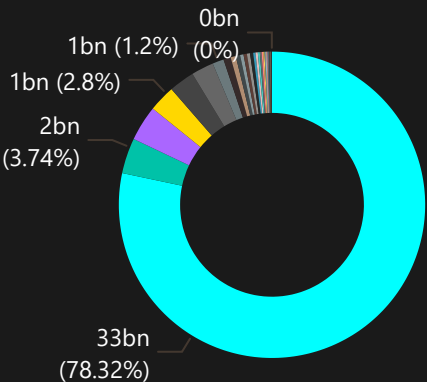
Average Funding (\$)

18.00M

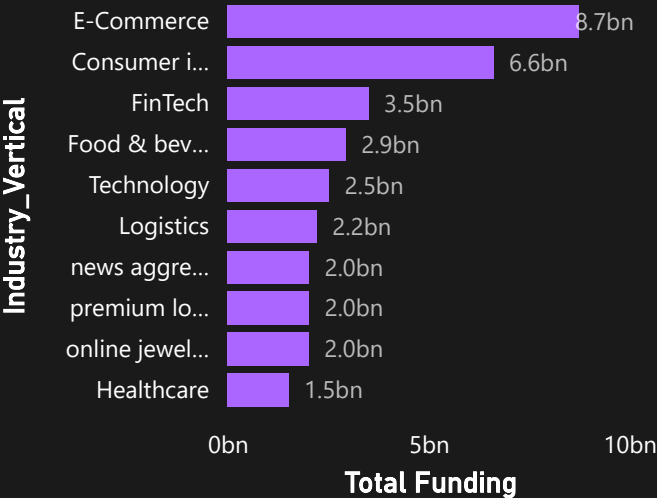
Funding Trend Over Time



Total Funding by InvestmentnType



Top 10 Industries By Funding



Total Startups by City_Location



Page 2 Overview

Industry & Sector Analysis Dashboard

Year

2015

2016

2017

2018

>

Investment Type

All

▼

City

All

▼

Industry-Vertical

All

▼

Total Instustries

135

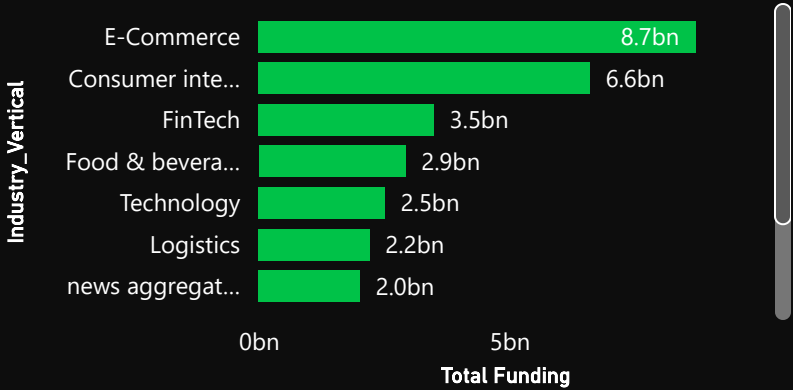
Most Funded Industry

Accounting

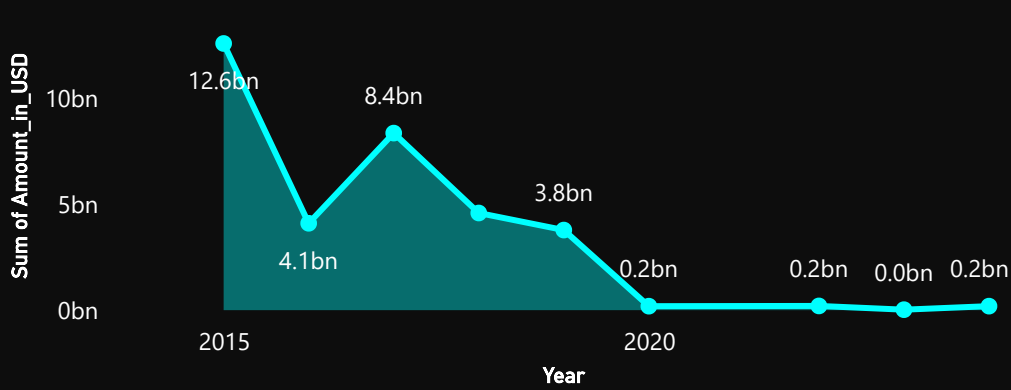
Fastest Growing Sector

AgriTech

Top 10 Industries By Total Funding



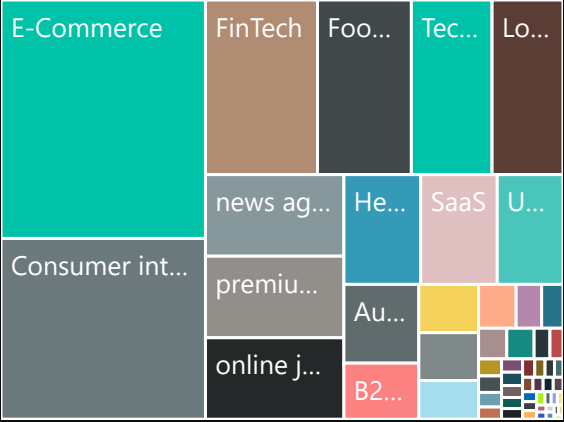
Yearly Funding Trend (Industry Level)



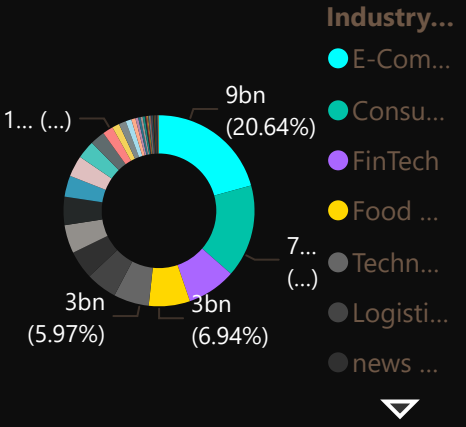
Top Funded Startups By Industry

Startup_Name	Industry_Vertical	Sum of Amount_in_USD	Investors_Name
news in shorts	news aggregator mobile app	2020000000	Tiger Global
loylty rewards	premium loyalty rewards point management	2019350000	IndianIdeas.com
BlueStone	online jewellery store	2016200000	IvyCap Ventures
Mamagoto	Food & beverage	2010000000	Goldman Sachs
Flipkart	E-Commerce	1400000000	Microsoft, eBay,
Paytm	E-Commerce	1400000000	SoftBank Group
Paytm	FinTech	1000000000	Vijay Shekhar Sh
Flinkart.com	E-Commerce	7000000000	Steadview Capit
Total		42258361434	

Industry -> Sub-Sector Funding Distribution



Sector-Wise Share %



Page 3 Overview

City & Geography Analysis Dashboard

Year

2015

2017

2019

2016

2018

2020

Total Cities

65

Most Funded City

Bengaluru

City With Most Startups

Bengaluru

Fast Growing City (YoY Growth)

Bengaluru

City

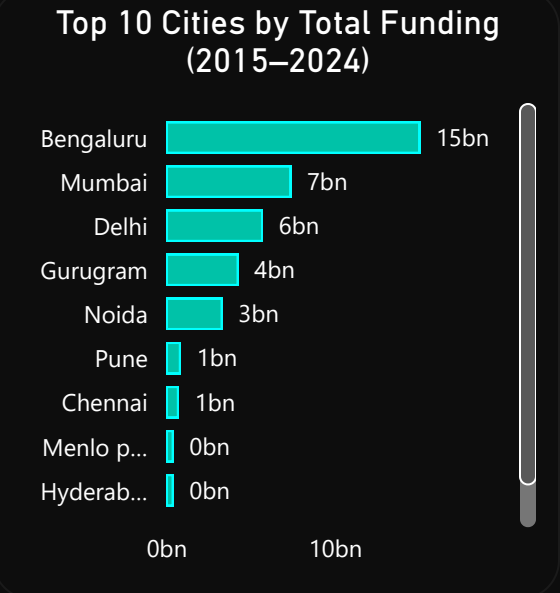
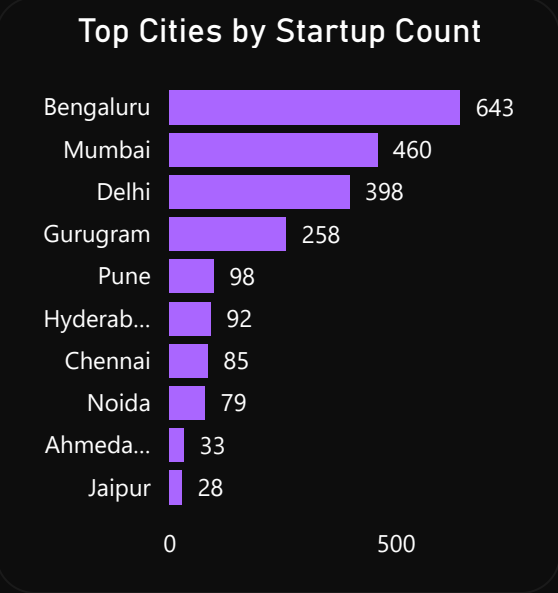
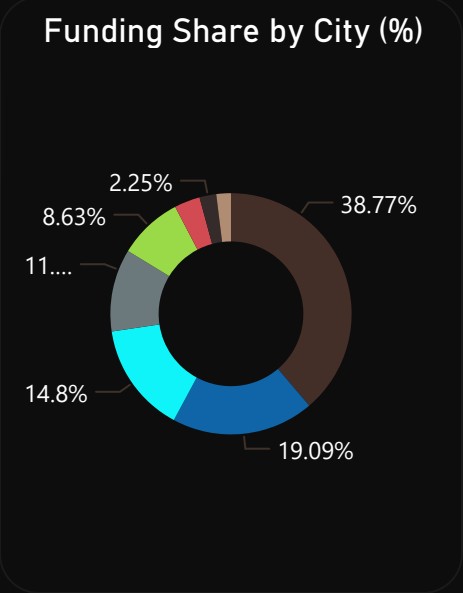
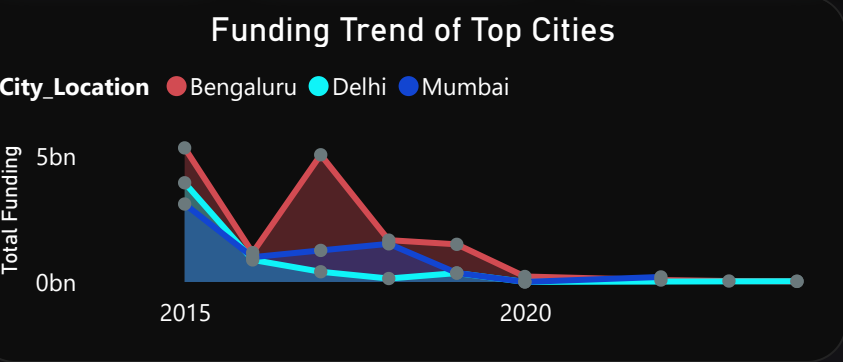
All

Investment Type

All

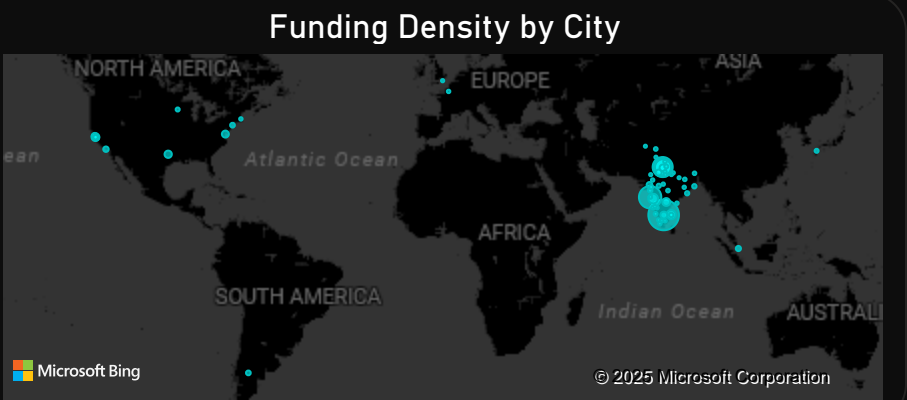
Industry-Vertical

All



City_Location	Total Funding
Bengaluru	15065468883
Mumbai	7416070015
Delhi	5749369535
Gurugram	4300268722
Noida	3352364000
Unknown	1339613868
Pune	875374500
Total	42258361434

City_Location	Accounting	Aerospace	AgriTech	Anonymous bulletin board app	App k
Agra					
Ahmedabad					
Amritsar					
Andheri					
Belgaum					
Bengaluru	5000000	50000000	1800000		
Total	5000000	50000000	154800000		1800000



Page 4 Overview

Investor & Funding Pattern Analysis

Year

2015	2017	2019
2016	2018	2020

Total Investors

2381

Avg Funding Per Investor (USD)

17.75M

Largest Single Deal (USD)

2bn

Most Active Investor

Undisclosed ...

City

All

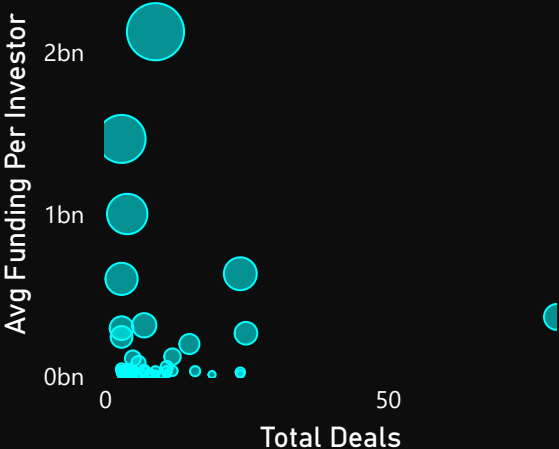
Investment Type

All

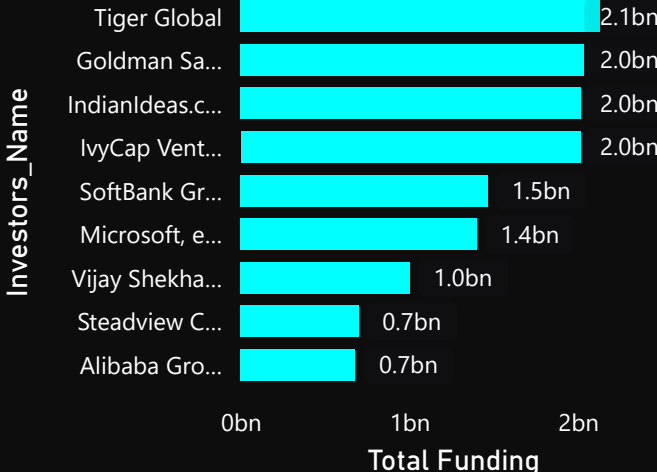
Industry-Vertical

All

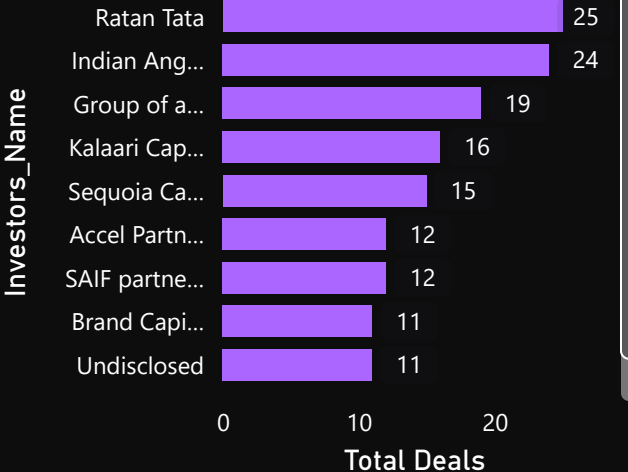
Investor Deal Size Vs Frequency



Top 10 Investors by Total Funding



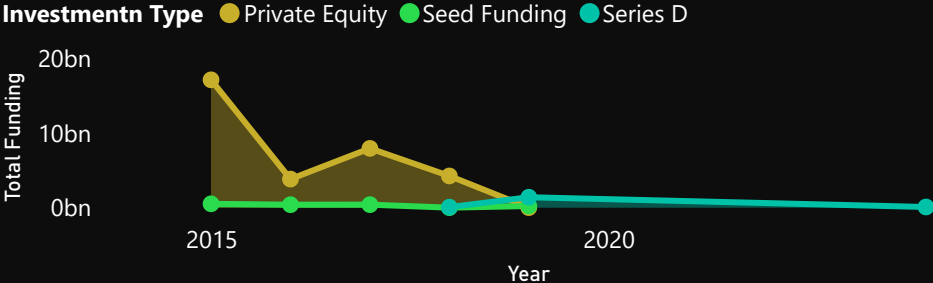
Top Investors By Deal Counts



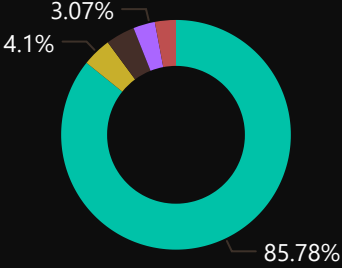
Investor Deal Details

Investors_Name
Tiger Global
IndianIdeas.com
IvyCap Ventures, Accel Partners, Dragoneer Investment Group
Goldman Sachs
Microsoft, e...
Vijay Shekha...
Steadview C...
Alibaba Gro...
Total

Investment Trend Over Time



Funding Share By Investment Type



Page 5 Overview

Executive Summary & Storytelling Dashboard

Total Funding (USD)

42bn

Total Startups

2348

Top Funding City

Bengaluru

Top Industry

E-Commerce

Total Investors

2381

Funding Concentration

Funding is highly concentrated in metro cities, with Bengaluru dominating total funding,

Startups in emerging cities show growth potential and can attract early-stage investors seeking higher ROI

Industry Dominance

E-Commerce, FinTech, and Consumer Internet sectors attract the majority of funding, indicating

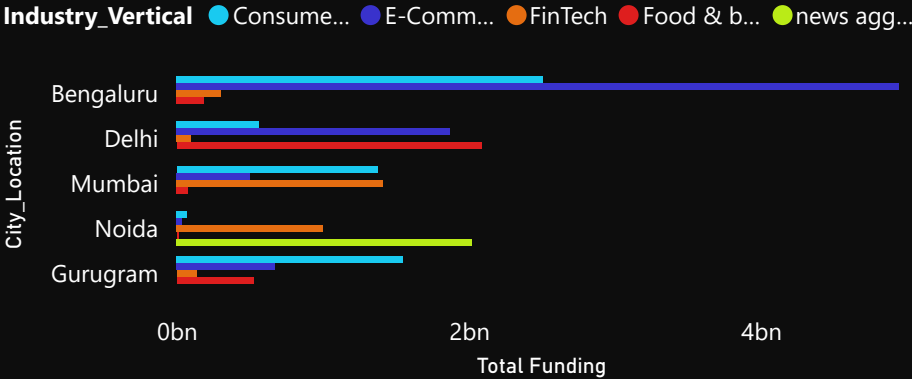
Investors focusing on seed and Series A stages dominate deal counts, highlighting early-stage market activity

Investor Behavior

A small group of institutional investors contribute to a large share of funding, while most

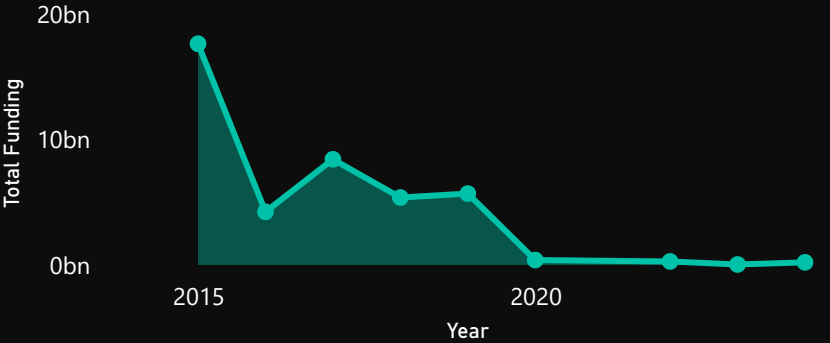
Diversification beyond top industries may unlock new growth opportunities as competition increases

Top Cities & Industries Driving Funding



Overall Startup Funding Trend (2015–2024)

Note: Post-2020 funding decline reflects incomplete data and market conditions



Funding Share by City (%)

