

PAGE 1 OVERVIEW
STARTUP FUNDING INSIGHTS (2015-2024)

Year



Total Funding (\$)

42bn

Total Startups

2348

Total Investors

2381

Total Cities

65

Industry_Vertical



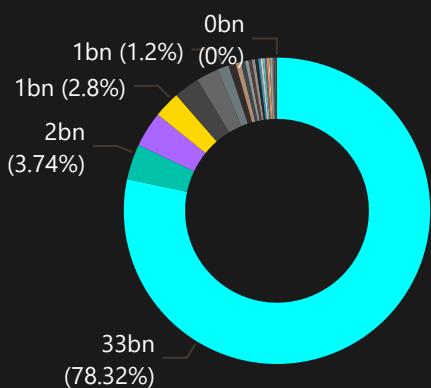
City



Investment Type

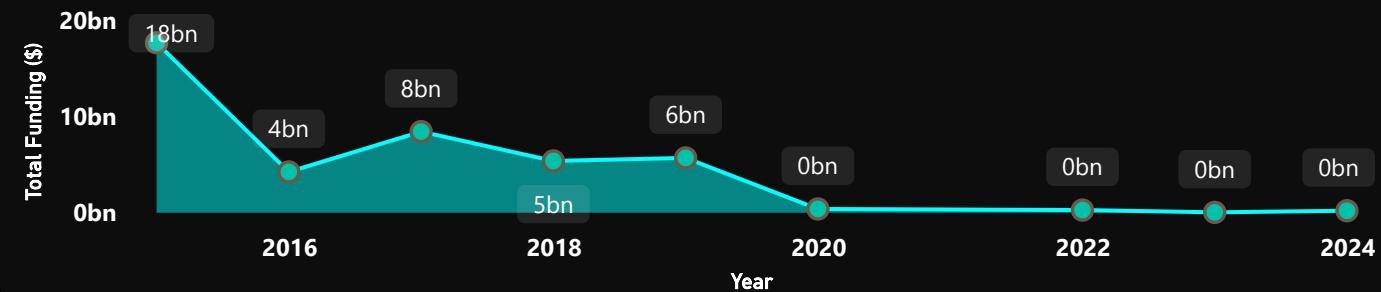


Total Funding by InvestmentType



Average Funding (\$)

18.00M



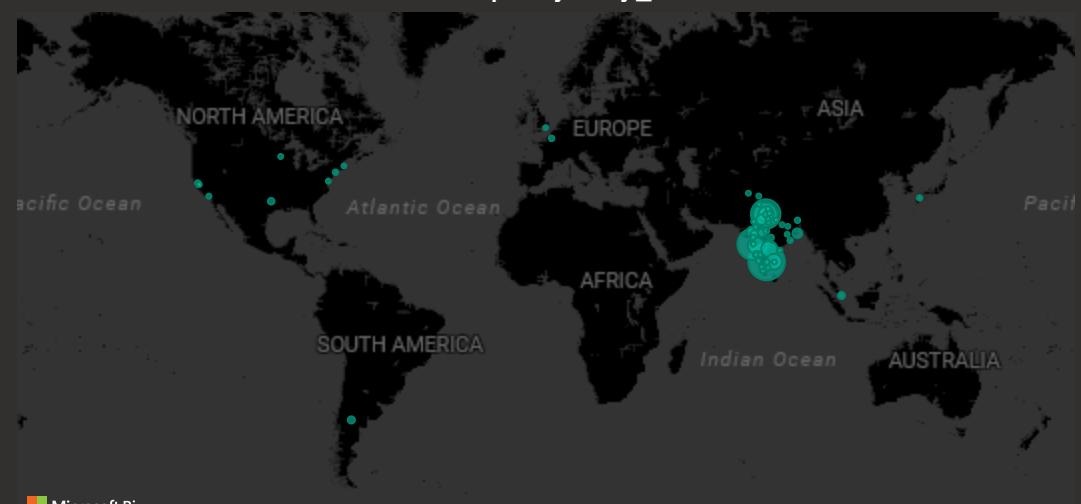
Top 10 Industries By Funding

E-Commerce	8.7bn
Consumer i...	6.6bn
FinTech	3.5bn
Food & bev...	2.9bn
Technology	2.5bn
Logistics	2.2bn
news aggreg...	2.0bn
premium lo...	2.0bn
online jewel...	2.0bn
Healthcare	1.5bn

Total Funding

Industry_Vertical

Total Startups by City_Location



Page 2 Overview

Industry & Sector Analysis Dashboard

Year

2015	2016	2017	2018
▶			

Investment Type

All	▼
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City

All	▼
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Industry-Vertical

All	▼
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Total Industries

135

Most Funded Industry

Accounting

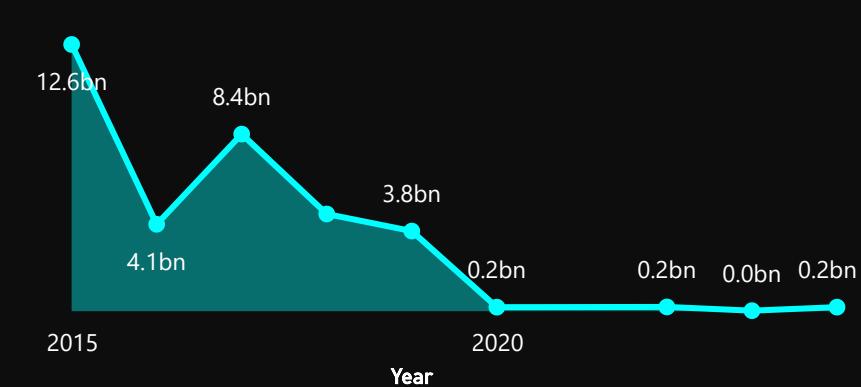
Fastest Growing Sector

AgriTech

Top 10 Industries By Total Funding



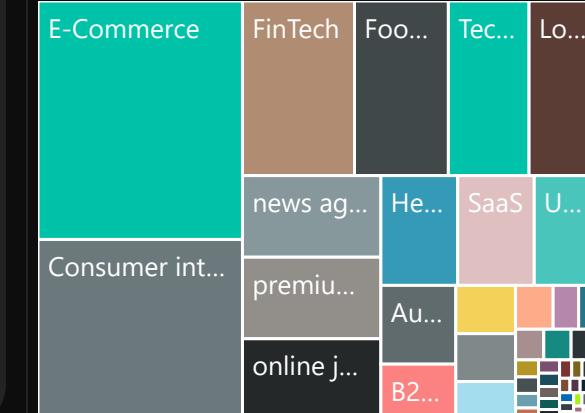
Yearly Funding Trend (Industry Level)



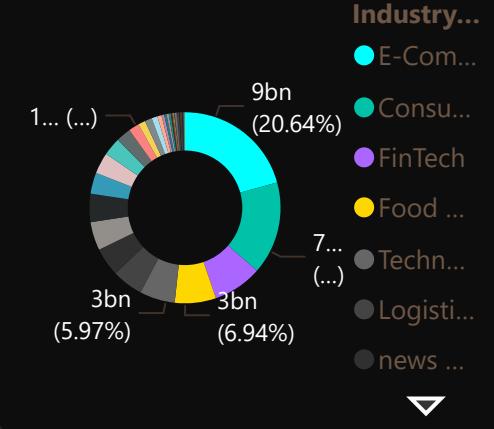
Top Funded Startups By Industry

Startup_Name	Industry_Vertical	Sum of Amount_in_USD	Investors_Name
news in shorts	news aggregator mobile app	2020000000	Tiger Global
loyalty 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	F-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

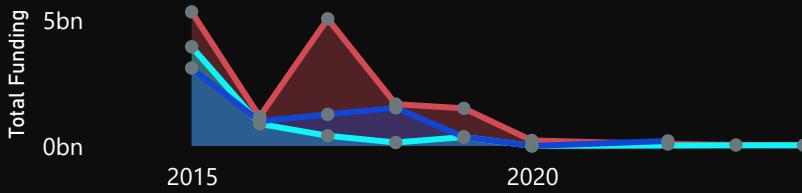
City

Investment Type

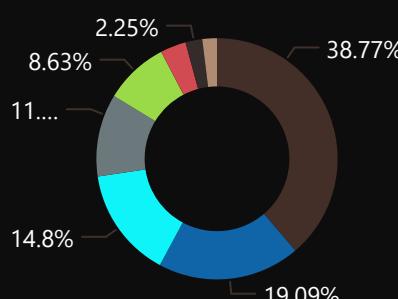
Industry-Vertical

Funding Trend of Top Cities

City_Location ● Bengaluru ● Delhi ● Mumbai



Funding Share by City (%)



Top Cities by Startup Count

Bengaluru	643
Mumbai	460
Delhi	398
Gurugram	258
Pune	98
Hyderabad	92
Chennai	85
Noida	79
Ahmedabad	33
Jaipur	28

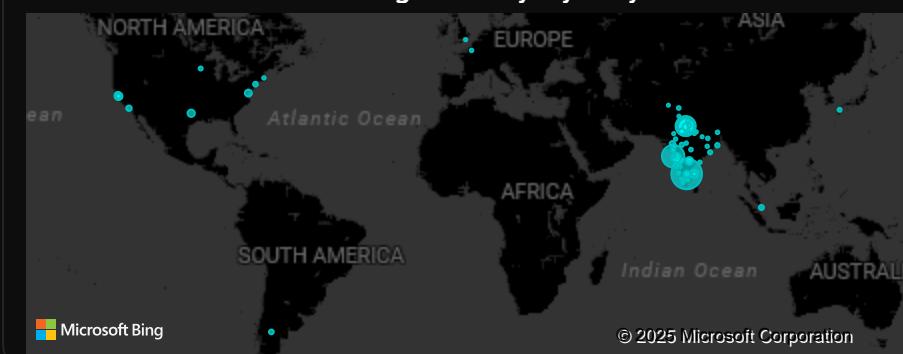
Top 10 Cities by Total Funding (2015–2024)

Bengaluru	15bn
Mumbai	7bn
Delhi	6bn
Gurugram	4bn
Noida	3bn
Pune	1bn
Chennai	1bn
Menlo Park	0bn
Hyderabad	0bn

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 Dev
Agra					
Ahmedabad					
Amritsar					
Andheri					
Belgaum					
Bengaluru	5000000	50000000	1800000		
Total	5000000	50000000	154800000		1800000

Funding Density by City



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

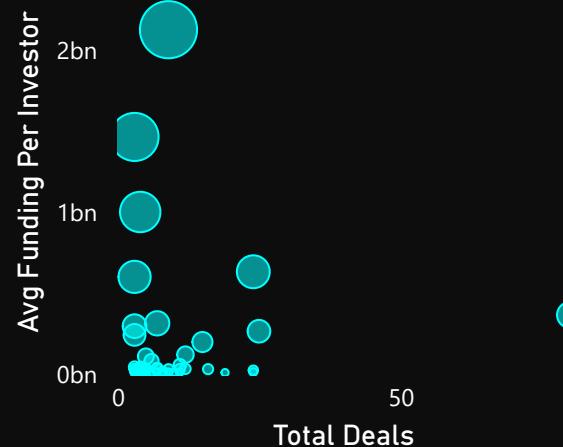
Undisclosed ...

City

Investment Type

Industry-Vertical

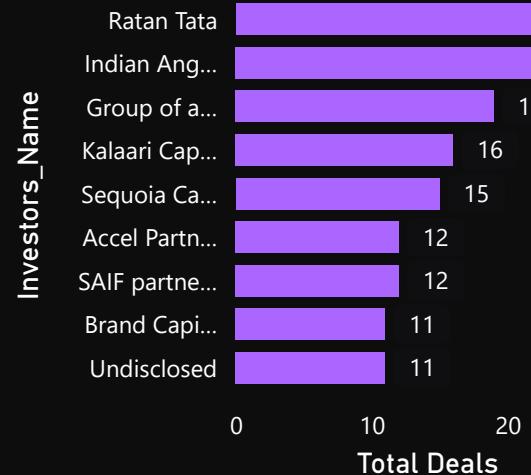
Investor Deal Size Vs Frequency



Top 10 Investors by Total Funding



Top Investors By Deal Counts

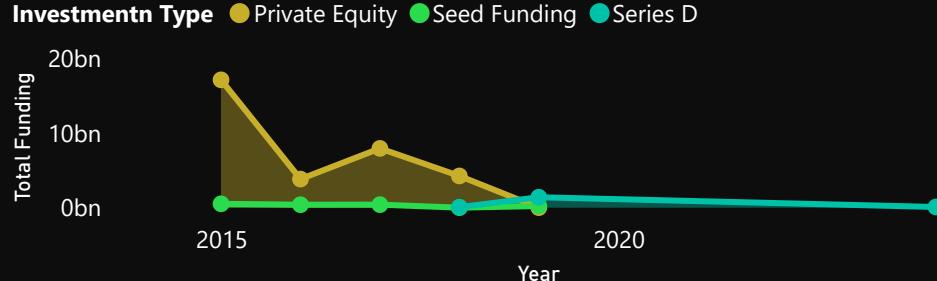


Investor Deal Details

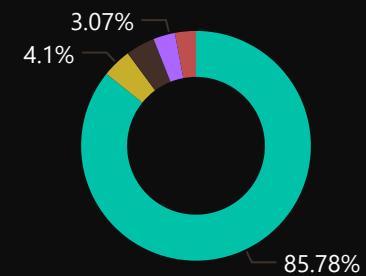
Investors_Name

Tiger Global
Indianldeas.com
IvyCap Ventures, Accel Partners, Dragoneer Investment Group
Goldman Sachs
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.

Industry Dominance

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

Investor Behavior

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

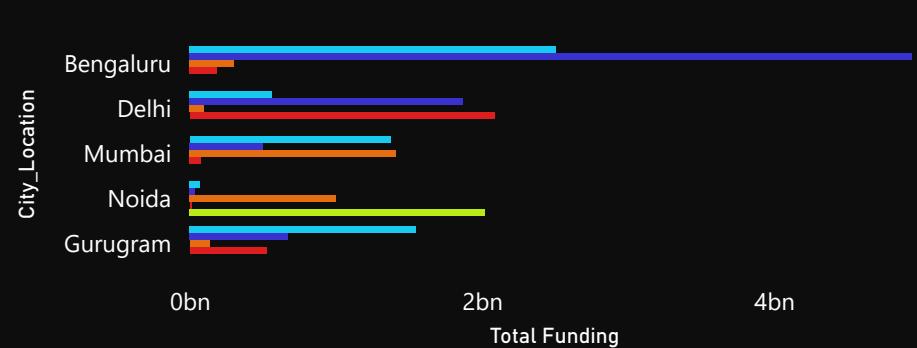
Startups in emerging cities show growth potential
and can attract early-stage investors seeking higher ROI

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

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

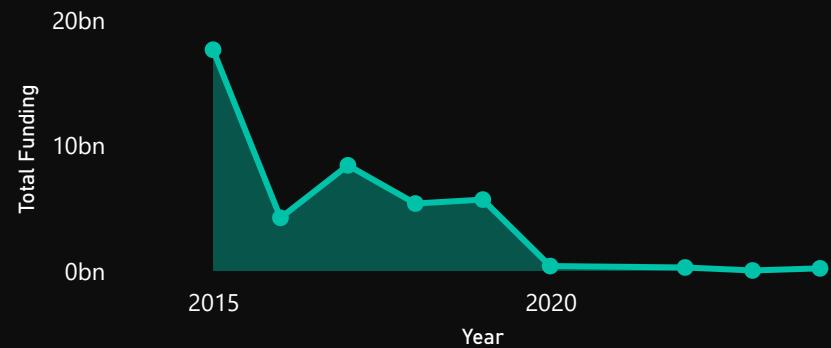
Top Cities & Industries Driving Funding

Industry_Vertical ● Consume... ● E-Comm... ● FinTech ● Food & b... ● news agg...



Overall Startup Funding Trend (2015–2024)

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



Funding Share by City (%)

