

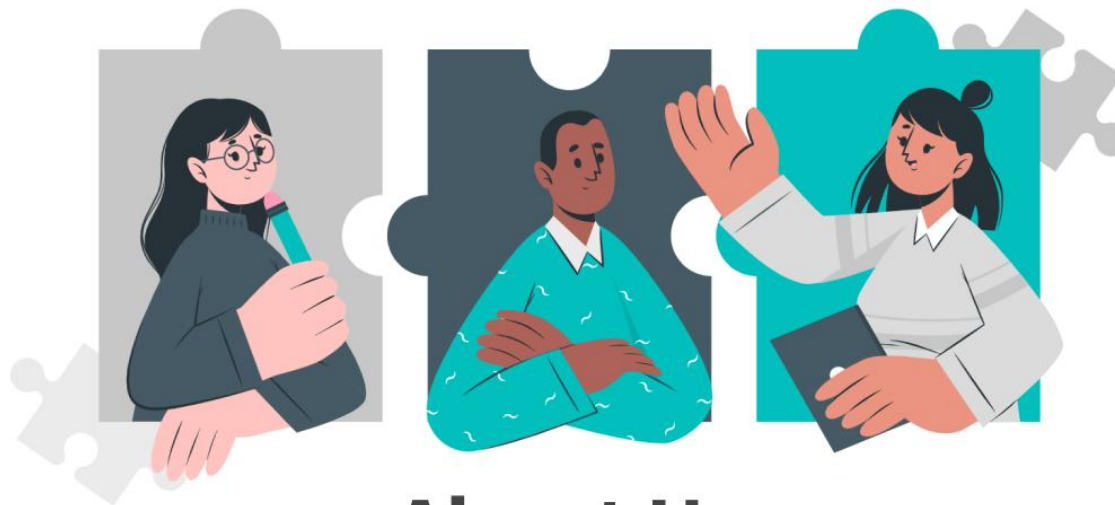
Ketto



Key To Tomorrow

Outline

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2. Key Management
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5. Reasons to love Ketto
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About Us

Having raised over 1000 crores for medical, social, creative and personal causes, Ketto has become Asia's most trusted crowdfunding platform with a network of over 55 lakh donors who have funded over 2.8 lakh fundraisers. From touching millions of lives to empowering people, Ketto has enabled people to fulfill their dreams and help their loved ones in their time of distress.

Mission

To connect people to access healthcare and share happiness.

Vision

Healthcare for all.

Brand Philosophy

Leveraging the power of technology to empower people to do good things.

Core Values



Warrior Spirit

At Ketto, we have the zeal to change the world, the drive to do better and to constantly put in all the hard work to make good things happen.



Trust and Transparency

Remember the good ol' “trust fall” team-building exercise? Don't worry, we'll never ask you to literally do such an exercise with us, but we do desire to build a community you can rely on to “catch” you.

Core Values



Everyone belongs

We believe that “smart teams will do amazing things, but only truly diverse teams will do impossible things.”



Innovation

At Ketto, we have the zeal to change the world, the drive to do better and to constantly put in all the hard work to make good things happen.

Core Values



It's always a good time at Ketto

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Key Management



VARUN SHETH

Co-Founder & CEO

Born and brought up in Mumbai, the country's financial capital, Ketto Co-Founder and CEO Varun Sheth grew up with a keen interest in the financial sector. He went on to become a Chartered Financial Analyst (CFA), specialising in Financial Risk Management (FRM).

While studying as well as while working in finance, he volunteered extensively at non-profit organisations including the Akshara Foundation, Care India and is also an alumni of Dasra Social Impact. This gave him a deep understanding of the social sector, sowing the seeds for his entrepreneurial venture, Ketto. In his journey as co-founder and CEO of Ketto, Varun has won multiple awards including The Bill & Melinda Gates Foundation's Goalkeepers Award, Fortune 40 under 40 and Forbes 30 under 30.

Key Management



ZAHEER ADENWALA

Co-Founder & CTO

Co-Founder and CTO of Ketto, Zaheer Adenwala is a product maven and futurist with 10+ years of experience building and implementing product lines and technology that facilitate business processes and strategic objectives.

After securing his mechanical engineering degree from Drexel University, Philadelphia, he moved back to Mumbai in 2008 and began his career as a Product Manager with digital ad network Affinity, before heading to Media.Net in 2011, heading the ad network's product team . But it's with Ketto where he found his true calling; where his product acumen allowed him to build a supremely versatile technology platform that has transformed fundraising in India and establish Ketto as a major player in the global crowdfunding space.

Key Management

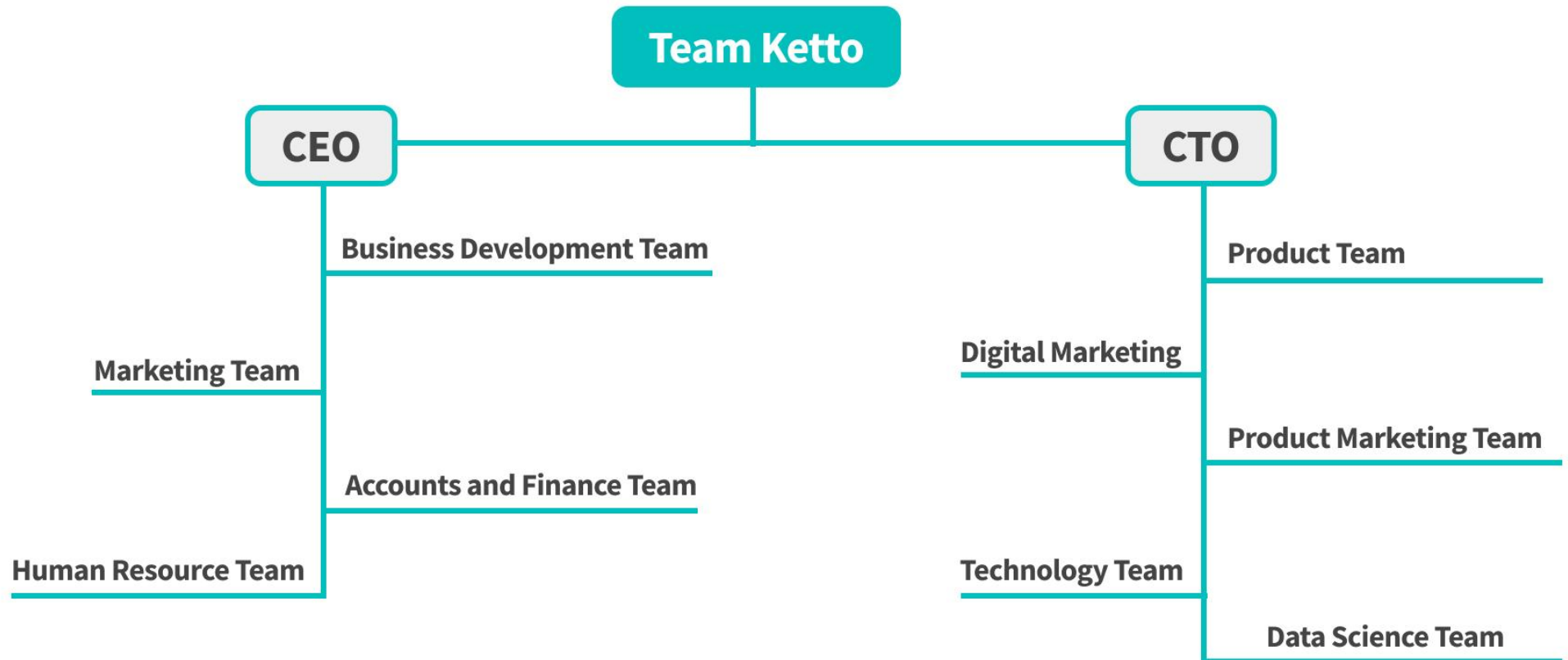


KUNAL KAPOOR

Co-Founder

Bollywood actor Kunal Kapoor, known for blockbusters that include Rang De Basanti, Aaja Nachle and many more, wears many hats other than that of a performer. A technology geek, Kunal is also a trained pilot and a rally car driver. Being actively involved in philanthropy gave him an insight into the challenges with fundraising, which led to him joining Varun and Zaheer as Co-Founder of Ketto.

Departments and Teams



Products



CROWDFUNDING

Crowdfunding is a practice of giving monetary funds to overcome specific social, cultural, or economic hurdles individuals face in their daily lives. Any individual/organ across the country can raise funds on Ketto for causes ranging from medical healthcare to disaster relief.

We place a greater emphasis on Medical Fundraiser at Ketto because we want to make a difference in society by connecting people to healthcare and share happiness, as well as to further our vision of “Healthcare for All.”

S SOCIAL
I IMPACT
P PLAN

SIP

The Social Impact Plan is an initiative by Ketto which aims to provide proper medical care to many impoverished children.

Every two minutes, a child dies in India because they cannot afford the expenses required for medical treatment. With Ketto's SIP (Social Impact Plan), people are able to put all their troubles away and avail the best treatments for their illnesses.



HEALTHNEST

Health Nest is an online application launched by Ketto to connect with people worldwide. It is a social community that supports and helps people overcome personal challenges, whether raising funds for someone in need, talking with medical experts, caregivers, etc.

How we evaluate performance at Ketto

OKR: COMPANY OBJECTIVES & KEY RESULTS

- It is a framework for defining and tracking goals or objectives and their outcome. Each individual sets his/her own objectives and this eliminates any ambiguity with regards to responsibilities or targets which aligns with company's objectives. From day 1 the roles, responsibilities and expectations are clearly defined by the employee and his/her manager and the terms are mutually agreed upon.
- Ketto conducts monthly OKRs to help employees identify their strengths and weaknesses in addition to gauging their progress within the company.

Reasons To Love Ketto



Hand-in-Hand With Technology

Technology and saving lives go hand-in-hand at Ketto! We continue to implement new and improved technology with the goal of helping as many people in need as we can.



People-Centric Culture

We make sure that people are always at the forefront. In addition to benefits, perks, incentives, and acknowledgement, we take a compassionate approach to leadership.



Learn and Shine On The Go

With exceptional mentorship, you can expect to develop professionally and personally. Our priority is to guide and support our team because we're invested in their growth.

Reasons To Love Ketto



Flexible Work Hours

Flexible working hours between 9:00 am to 9:00 pm and 5 working days, leaves you with plenty of time to actively pursue passions beyond work and nurture relationships outside of your workplace. We believe in taking care of both the physical and mental well-being of our employees.



Peer-to-Peer recognition

It is an initiative for all the Ketto Warriors who truly deserve a big shout out. It is an opportunity wherein you get a chance to recognize and celebrate some of your best teammates, colleagues, etc., whose effort and work ethic you genuinely want to recognize and appreciate.



Intellectual Growth

With exceptional mentorship, you can expect to develop professionally and personally. Our priority is to guide and support our team because we're invested in their growth.

Reasons To Love Ketto



Culture and Employee Engagement

Ketto conducts anonymous surveys to gauge employee happiness so as to improve the work culture within the company. This allows Ketto to identify areas where there is need for improvement.



One-on-One Feedback

Employees at Ketto also get the opportunity to share their feedback pertaining to the company and their managers with an HR executive of the company. This allows for immediate resolution of conflicts and ensures employee satisfaction.

Life at Ketto





Come, join our team if the idea of making a difference makes you tick!