

“To make a report on funding in INDIA in 2024 and to find the top most funded domain of 2024”.

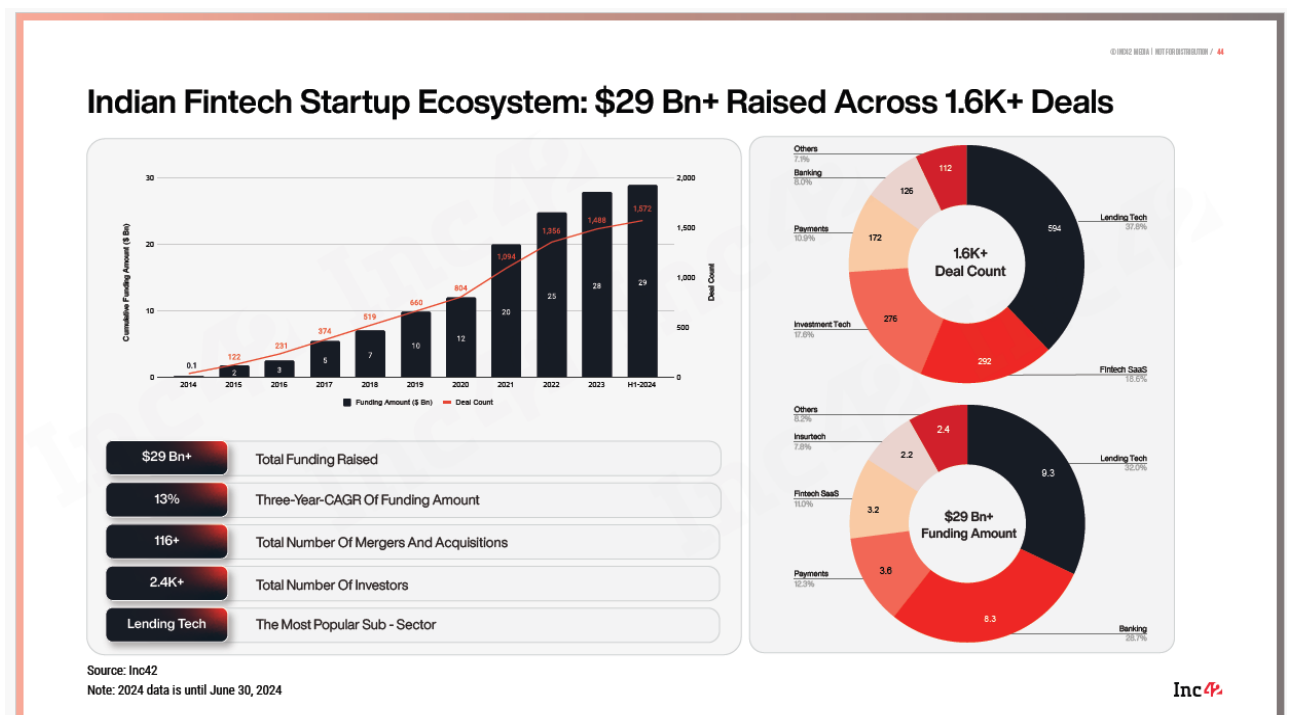
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How top 3 funded sectors have been doing

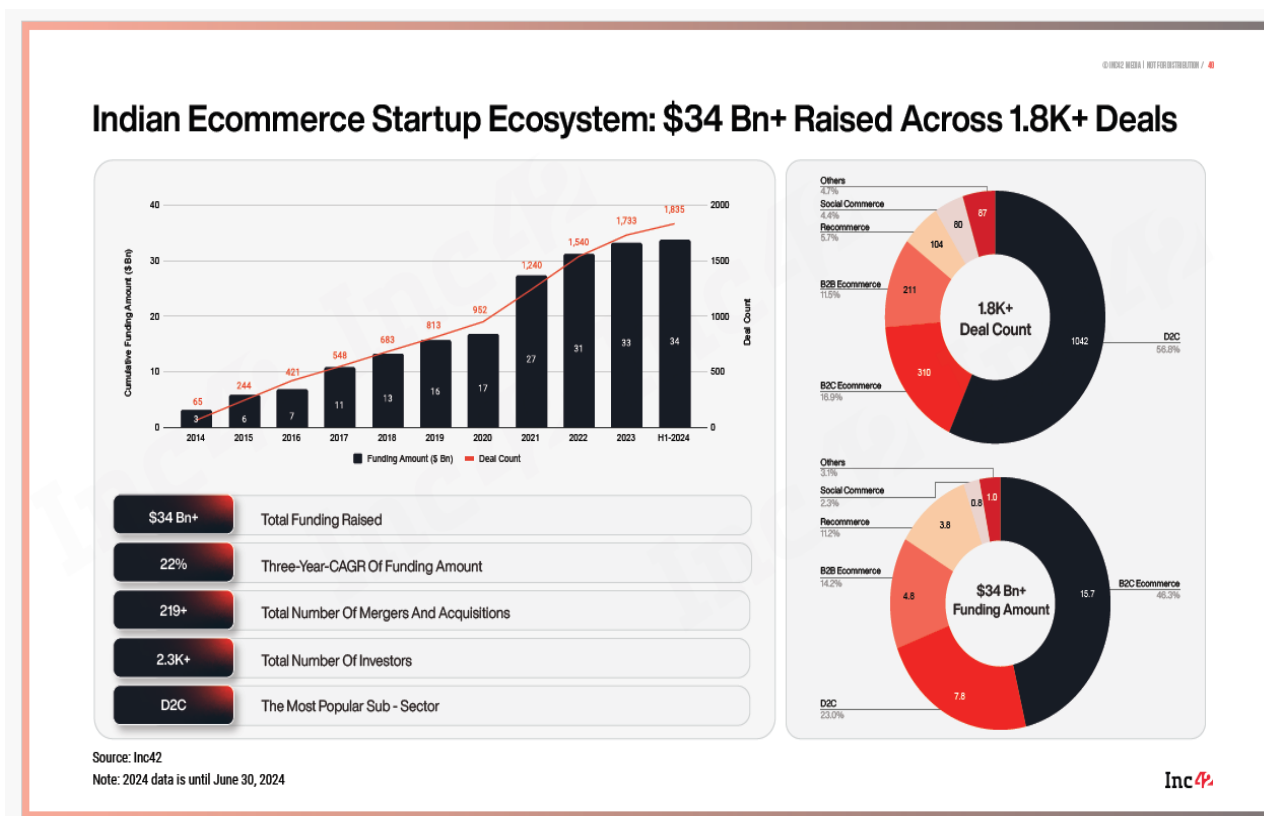
1. Fintech:

- The Indian fintech sector, already on a strong recovery path, is set to maintain its momentum in 2024, outpacing its global peers. "Looking forward, the sector's market opportunity in the country is estimated to reach \$2.1 trillion by 2030, on the back of positive factors such as the India stack, increasing smartphone and internet penetration, favourable demographics and robust financial inclusion initiatives.
- In the first quarter of 2024, India ranked third globally in fintech funding, securing \$551 million, a 59% increase from Q4 2023. However, it marked a 57% decline compared to Q1 2023. Notably, seed-stage funding saw a significant drop of 75%, with only \$9.9 million raised, while early-stage funding declined by 35% to \$147 million. The most substantial growth occurred in late-stage funding, which surged by 392%, reaching \$394 million.
- In summary, while early and seed-stage funding has declined, late-stage funding is booming, and the fintech sector is positioned for growth through innovations in DeFi, sustainable investments, and advanced analytics in financial services.



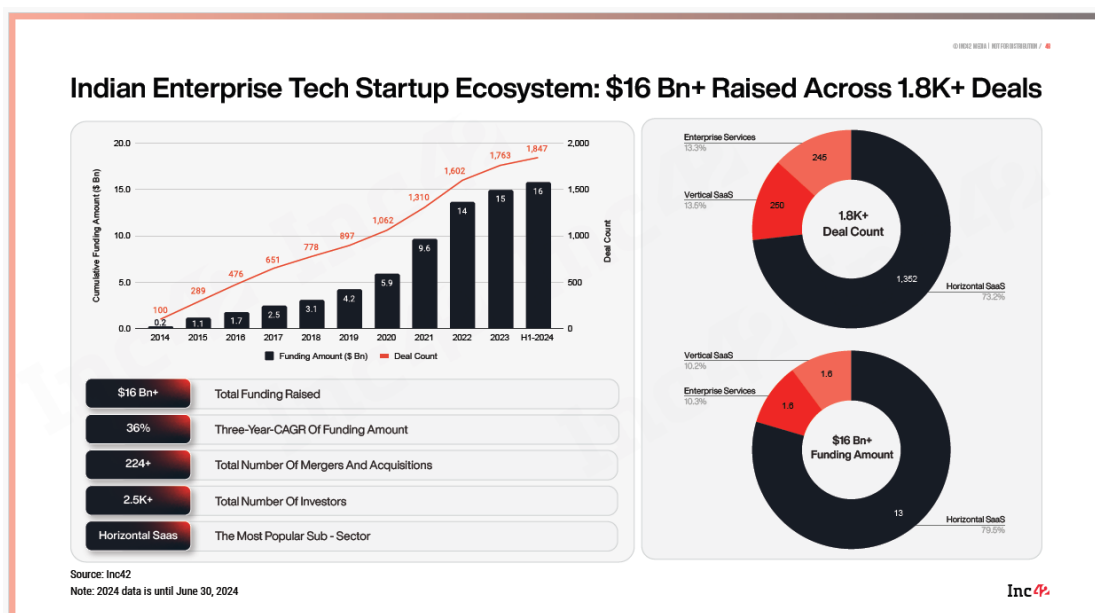
2. E-Commerce:

- Post the pandemic, many startups have successfully broken the duopoly of Flipkart and Amazon in India's e-commerce segment. These startups have been tapping into newer segments with their unique business models such as B2B commerce, quick commerce, D2C, e-commerce enablers, among others. For instance, in the last two years, we have seen many digital-first direct-to-consumer (D2C) companies giving traditional brands a run for their money. This growth is expected to be seen this year and going forward too.
- "Finally, consumer tech and D2C brands in India evolved a lot in 2022-23, and many showed the path toward efficient acquisition, profitability, and value creation.



3. Enterprise Tech:

- In 2024, enterprise tech funding in India remains robust, with a focus on Industry 4.0 technologies like AI, IoT, and automation. The sector raised over \$5 billion in 2023, with more than 670 deals. Key areas attracting funding include supply chain optimization, green manufacturing, and vertical-specific solutions in industries such as healthcare and automotive. Additionally, there is increasing interest in cloud-based platforms and cybersecurity solutions, making enterprise tech a crucial part of India's tech landscape.



Month wise 2024 funding insights

1. Highest funded startup's with month wise data:

Month	Startup with most funds	Sectors	Fund raised(ml usd)
Jan	Vivifi	Fintech	75
Feb	Shadowfax	Logistics	100
Mar	Perfios	Fintech	80
April	Pharmeasy	Healthtech	216
May	Flipkart	E - commerce	350
Jun	Fibe	Fintech	90
Jul	Purple & Rapido	E - commerce & Automobile	120 each
Aug	Zepto	E - commerce	340

1. January:



- The first month of the year saw the Indian startups continuing to grapple with the so-called funding winter with a steep decline in month-on-month funding inflow. Now well over a year old, January saw mass layoffs, a

couple of companies shutting down, and a bunch of top-level exits kept the ecosystem on edge. In all this, Bhavish Aggarwal-led AI startup Krutrim stood out by becoming a unicorn in a record time. It Is the fastest unicorn from Indian startup ecosystem.

- Indian startups scooped up \$732.7 million across 107 deals in January.
- January saw a sharp drop from \$1.7 billion in the last month of 2023. It was also the lowest funding amount in terms of year-on-year data of January for the past three years.
- Fintech company Vivifi was the top funded startup in January with \$75 million.
- Bengaluru remained on top with 37 deals worth around \$317.13 million or close to 43% of the total funding raised during January.
- January also saw nine mergers and acquisitions deals.
- This month fintech startups dominated in terms of segment wise number of deals with 20 deals.

2. February:



- This month fintech startups dominated in terms of segment wise number of deals with 20 deals.
- Indian startups mopped up nearly \$900 million across 121 deals in February.
- February registered a modest jump in funding from \$732.7 million in jan. Even on a year-on-year basis, February 2024 surpassed the February 2023 funding mark of \$845 million.
- Unlike January, February saw three-digit funding as Shadowfax raised \$100 million in a new round. The M-o-M and Y-o-Y trends can be seen below.
- In terms of city-wise deals, Bengaluru retained the top spot with 45 deals worth around \$482.6 million, or close to 54% of the total funding raised during February.
- February witnessed 12 mergers and acquisitions deals
- E-commerce startups re-captured the top position this month in terms of segment-wise number of deals with 27 deals.

3. March:

- Almost 96% (₹8,621 cr) of the total funding raised in March 2024 went to tier 1 city startups as compared to ₹336 cr raised by tier 2 & 3 city startups.
- In terms of deal count, 118 funding deals were recorded in March, out of which 99 were raised by tier 1 city startups.
- Funding values increased by 77% compared to the previous month and 115% compared to the same period in 2023
- Mumbai attracted the most funding of amount 2594 cr

4. April:



- In April 2024, startups crossed the \$1 billion threshold on the back of a couple of pre-IPO funding, a few late-stage rounds, and debt deals.
- In April 2024, there was a 14% year-on-year jump in funding from \$912 million in the same month last year. Even on a monthly basis, April almost matched March's \$1.18 billion funding.
- Since January, homegrown startups have raised close to \$4 billion.
- Healthcare startup PharmEasy's \$216 million pre-IPO round stood at the top.
- City-wise, expectedly, Bengaluru-based startups are on top with 42 deals, contributing around 26% of the overall funding in April.
- Segment-wise, e-commerce startups (including D2C brands) and fintech startups co-led the list with 19 deals each followed by healthtech (16), SaaS (15), EV (5), automotive tech (4), and foodtech (4) startups among others
- Indian startups saw nearly a dozen mergers and acquisitions in April.

- The mass firing in startups continued in April as they laid off nearly 1,500 employees during the month. April surpassed the cumulative layoffs of 1,100 employees during the first quarter of 2024.

5. May:



- Investments in Indian startups reached a new height in May as the total funding influx crossed the \$1.3 billion threshold. The surge can be attributed to Google-Flipkart's \$ 350 million deal couple of \$100 million plus rounds, and several growth stage fundings.
- Indian startups mopped up \$1.34 billion across 128 deals in May.
- The Indian startup ecosystem produced its last unicorn in March with Perfios entering the coveted club.
- The funding in May saw a nearly 29% month-on-month jump from a little over \$1 billion in April. On a year-on-year basis, May 2024 also saw a 32% jump from \$1.01 billion in May 2023. Since January, homegrown startups

have raised over \$5.1 billion which is likely to reach \$12 billion by the year end. In 2023, the total funding in startups stood at \$11.3 billion.

- E-commerce marketplace Flipkart raised \$350 million in equity funding from Google and stood at the top.
- City-wise, Bengaluru-based startups remained on the top with 52 deals, contributing around 60% of the overall funding in May.
- Segment-wise, e-commerce startups (including D2C brands) led the show followed by fintech.
- Indian startups saw eight mergers and acquisitions in May, a slight slump from nearly a dozen deals in April.
- The strong revival in May might be attributed to a few large deals, but even these no doubt signal confidence in the market for many other investors, and serve as a good indicator of future direction in the market.
- The Indian startup ecosystem will look forward to a much better funds flow in the coming months.

6. June:

- In June 2024, Indian startups raised \$1.6 billion in 62 private equity and venture capital (VC) deals. This was a significant increase from the \$0.7 billion raised in June 2023.
- In June 2024, there were 111 deals, raising a total of ₹7,056 crores.
- Despite economic uncertainties, investor interest in Indian startups remained strong.
- In June 2024, deal volumes were 11% more than last month and a similar 10% jump from June 2023

- In June 2024, the amount raised by the startup ecosystem was 60% higher than last month. In comparison to June 2023 also, the amount raised was 34% higher.
- Fibe raised the biggest funding round this month at ₹750 crores.
- The notable rise in funding value and volume suggests a growing maturity in the Indian startup ecosystem.
- Investors are increasingly confident in backing startups with substantial capital, likely due to improved business models, market readiness, and innovative solutions addressing critical market needs.
- June 2024 was a landmark month for Indian startups, with significant increases in funding and deal volumes.
- As the startup landscape continues to evolve, the focus on strategic sectors and high-value deals will likely drive further growth and innovation.

7. July:

- In July 2024, India's startup ecosystem saw a total of ₹8,865 crores in funding across 99 deals. This was a strong recovery and growth compared to previous periods.
- The average deal size in Tier 1 cities decreased from ₹99 crore in June to ₹77 crore in July.
- Tier 1 cities raised slightly less than in June, with a drop from ₹6,880 crore to ₹6,662 crore.
- Some of the top sectors for funding in July included fintech, e-commerce, healthtech, SaaS, and proptech.
- Purplle and Rapido: Both companies raised \$120 million each. Rapido became the third company to enter the billion dollar valuation club in 2024.

- When compared to July 2023, the growth is even more pronounced, with a 43% increase in the total funding raised.
- The amount raised by the startup ecosystem was 26% higher than last month, reaching ₹8,865 crores.
- This growth underscores the resilience and attractiveness of the Indian startup ecosystem, even amid global economic uncertainties.
- The rise in deal value suggests a shift towards quality over quantity, with investors being more selective yet willing to invest larger sums in promising ventures.
- The month also saw a diverse range of sectors receiving funding, from renewable energy to tech-driven solutions, reflecting the broadening horizon of the startup landscape in India.
- The data also indicates a preference for sectors with high growth potential and scalability, such as renewable energy and technology-driven solutions.
- The top deals in renewable energy and transportation sectors align with India's long-term goals of achieving energy independence and reducing carbon emissions.
- Such investments not only contribute to the country's economic growth but also align with global ESG (Environmental, Social, and Governance) trends, attracting international investors.
- The future outlook for the Indian startup ecosystem remains optimistic. The consistent growth in funding and deal volumes suggests a resilient market with a strong appetite for innovation.
- As the global economy navigates through uncertainties, the Indian startup landscape is poised to attract both domestic and international investors, seeking high-growth opportunities.
- The focus on sectors like renewable energy, technology, and digital services will likely continue, driven by government initiatives and market demand.

- July 2024 has been a remarkable month for the Indian startup ecosystem, marked by significant funding rounds, active investor participation, and strategic investments.

8. August:



- The Indian startup ecosystem seems to be bouncing back from the funding winter as venture capital investment has been steadily rising each month. August 2024 has been a standout, with several big funding rounds, important investments in growth-stage startups, many deals from tier II cities, IPOs, and major mergers and acquisitions. These factors make it unique compared to other months this year.
- Homegrown startups raised nearly \$1.6 billion across 112 deals in August.
- The \$1.6 billion raised in August is the second-highest funding amount of 2024, following June, and the third-highest in the past 12 months. On a year-over-year basis, August 2024 also ranked at the top for total funds raised. Also, Indian startups have raked in approximately \$9.6 billion in the first eight months of 2024.

- If this trend persists, overall funding is likely to comfortably surpass the \$11 billion achieved in 2023. For context, Indian startups received \$38 billion in funding in 2021 and \$25 billion in 2022.
- Among growth-stage deals, Zepto's \$340 million, DMI Finance's \$334 million, and OYO's \$175 million rounds together accounted for over 50% of the total funds raised last month.
- Just like in July, August saw the emergence of a new unicorn, as the Hero Moto-backed Ather Energy surpassed the \$1 billion valuation mark with its latest funding round.
- In August, the number of merger and acquisition deals surged to 19, up from just 17 in July.
- In terms of city-wise funding, Bengaluru-based startups led with 38 deals totaling \$265 million in August.
- Segment-wise, fintech startups led the show with 27 deals followed by e-commerce (including D2C brands).
- an expected interest rate cut by the US Fed will ensure the momentum stays well into 2025, the fact remains that significant parts of public markets are well into 'exuberance' territory in terms of valuations. Unlike the public markets, however, the private VC markets remain much more dependent on foreign fund flows, and that could yet be a disruptor in the ecosystem, despite the rise of domestic capital. Although with the US-China issues, and now, even Brazil moving arbitrarily against Twitter, India could find itself in a sweet spot yet again for global investors. It would perhaps be fair to say that the bottom has been reached, and a bounce is well on its way for Indian startups when it comes to their funding environment.

2024 funding insights

1. Data of startups that became unicorns in 2024:

Month	Startup	Founded in	Sector	Round	Fund raised to become Unicorn (ml USD)
Jan	Krutrim		2023 AI	Series B	50
Mar	Perfios		2008 Fintech	Series D	80
May	Porter		2014 Logistics		
Jul	Rapido		2015 Gig Economy	Series E	200
Aug	Ather		2013 Automobile & Energy	Series E	71.5

Indian Startup Funding & Deals Half-Yearly Comparison

	HI 2024	HI 2023	HI 2022
Total Funding	\$5.3 Bn+	\$5.4 Bn+	\$19 Bn+
Total Deals	504+	470+	900+
Median Ticket Size	\$2.8 Mn	\$3 Mn	\$4 Mn
Mega Deals (\$100 Mn & Above)	7	14	49
No. Of M&As	37+	67+	164+
Unicorns Minted	3	0	17

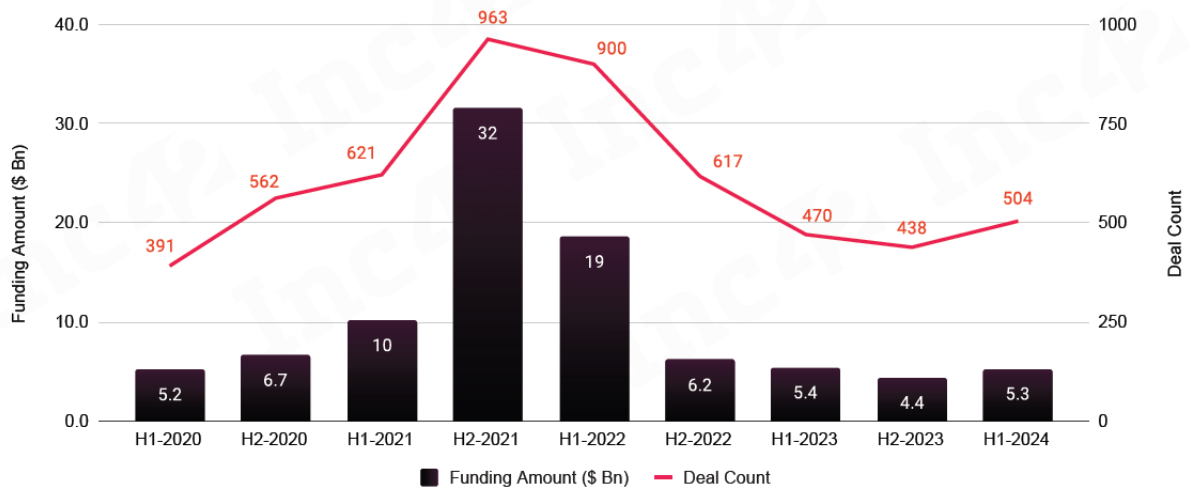
Source: Inc42

Inc42

2.

Indian Startups Raised \$5.3 Bn In H1 2024

Compared to H1 2023, the funding amount was 2% lower



3.

Startup funding in India decreased from its peak in 2021 due to several factors:

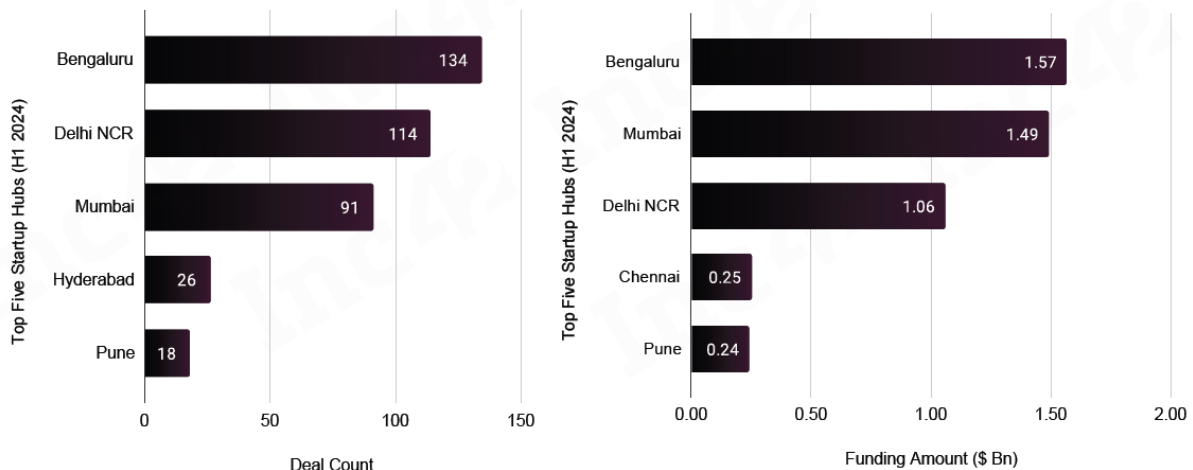
- **Global Economic Slowdown:** The global economic environment post-2021 faced significant challenges, including high inflation, rising interest rates, and economic uncertainty. These factors reduced investor risk appetite, leading to a slowdown in venture capital (VC) funding globally, including in India.
- **Funding Overheat in 2021:** 2021 was a record-breaking year for startup funding, driven by pandemic-related digital acceleration and low-interest rates. However, the frenzy of investments in sectors like fintech, edtech, and e-commerce led to inflated valuations and unsustainable business models, which led to a "funding winter" starting in late 2022 as investors became more cautious.
- **Tightened Monetary Policies:** Central banks worldwide, including the U.S. Federal Reserve, began tightening monetary policies in 2022 by raising interest rates to combat inflation.
- **Increased Focus on Profitability:** After the excessive spending of 2021, investors have become more focused on profitability rather than growth at all costs.
- **Regulatory and Market Challenges:** Some sectors in India, such as fintech, also faced increased regulatory scrutiny, further limiting the flow of capital into these industries.

Imp Facts of 2024:

- The government abolished angel tax in Budget 2024-25 to help startups to raise funds from foreign investors.
- The number of fintech's in the country has grown fourfold in the last four years, with a three-time surge in unicorns and soonicorns in the same period.
- Only 15% Of Funded Indian Startups In H1 2024 Were Women-Led, Out of the 480+ funded startups only 15% of them had at least one woman founder.
- Indian startup funding crossed \$150 billion from 2014 to 2024, reason for this is FDI was allowed for startup from 2014 and startup INDIA initiative came in the year 2016.
- E commerce accounted for 1/4th of funding received so far, E commerce, fintech, enterprise tech comprise 50% of total funding since 2014.
- We have around 117 unicorns around 50 are based in Bengaluru, We will have 130 unicorns by 2025
- Some imp data recovered from half yearly 2024 survey is that Fintech as been named as the most favourite sector among investors, pune as been the most promising emerging startup hub, 93% of the investors foresee 2024 as the year of recovery, also it is belived that health care sector to benefit the most from public private partnership.
- If the fund continues the same trend we will have 1.8lk tech startups currently it is 70k, Indian funding to reach \$170 billion by 2025.
- 47% of new funds in 2024 focus on early stage startups , reflecting optimistic investor sentiment towards new ventures.

Bengaluru Emerged As The Most Funded Startup Hub In H1 2024

Mumbai overtook Delhi NCR as the leading startup hub in H1 2024, boosted by Zepto's \$665 Mn round



Source: Inc42

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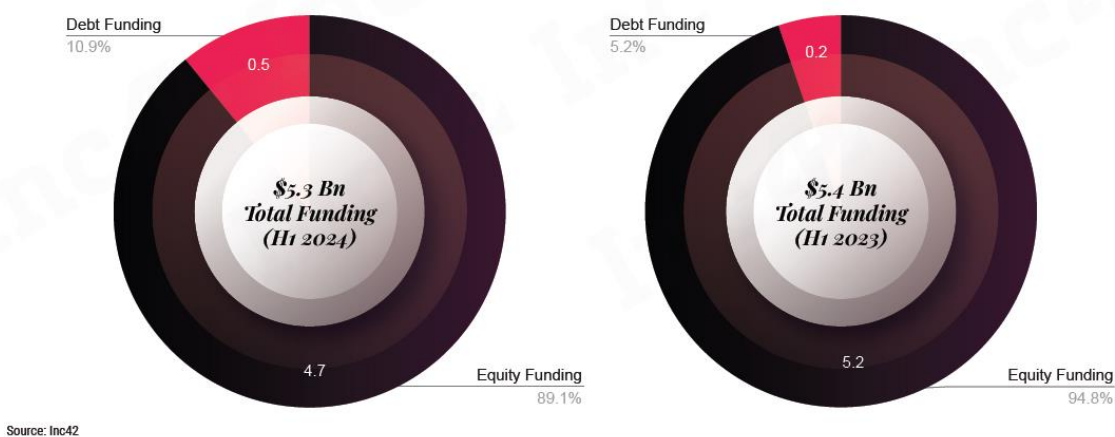
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The reason for this is:

- **Access to talent:** Bengaluru boasts a cost-effective yet highly skilled talent pool, especially in the tech sector, which allows startups to stretch their budgets further and focus on growth. Makes it a hotspot for innovation and collaboration.
- **Venture Capital attraction:** With over \$32 billion in VC funding, creating ample opportunities for startups to scale quickly. This influx of capital has helped several startups in fintech, life sciences, and cleantech to thrive.
- **Government Support:** The Karnataka government has played a crucial role with policies that encourage startup growth, offering tax breaks, subsidies, and funding initiatives, especially in sectors like semiconductors, healthcare, and cleantech.
- **Unicorn Ecosystem:** With 43 unicorns (billion-dollar startups) like Flipkart, PhonePe, and BigBasket originating from Bengaluru, the city has established itself as a powerhouse for successful startups. This creates a strong network of mentorship and collaboration opportunities for new entrepreneurs.
- **Sectoral Focus:** Bengaluru is witnessing rapid growth in key sectors such as fintech, cleantech, and life sciences, with many well-funded startups emerging in these areas.

Indian Startups Go For Debt: Share Of Debt Funding In Total Investments Doubles In H1 2024

In the first half of 2024, total debt investments in Indian startups was \$576 Mn, more than double the amount raised the previous year (\$285 Mn)



5.

- In India, debt funding has been growing as an alternative to equity funding in 2024. This is largely due to market conditions, such as the slowdown in venture capital investments, the rise in interest rates, and the need for less dilutive financing options. Debt funding, particularly in the form of venture debt, has gained traction because it allows startups to secure capital without giving up ownership.
- In 2023-2024, India's venture debt market surged from \$800 million to \$1.2 billion, reflecting increased demand, especially among startups in sectors like fintech and cleantech. The trend toward debt financing is seen as a way for startups to extend their runway between equity rounds without significantly diluting their ownership. Startups also benefit from flexible repayment structures and faster access to funds compared to equity financing.
- Equity funding, however, has slowed since its peak in 2021, partly due to global economic uncertainties, market corrections, and stricter investor due diligence, leading startups to explore debt as a more viable option. While debt funding is increasing, it's not yet fully replacing equity funding but rather complementing it as part of a broader financing strategy for startups.

Indian Startup Funding: Stagewise Outlook [H1 2024]

	Funding Amount	YoY Change	Deal Count	YoY Change	Median Ticket Size	YoY Change
Seed Stage	\$589 Mn+	+23%	229	-2%	\$1 Mn	No Change
Growth Stage	\$1.7 Bn+	+21%	135	34%	\$7 Mn	-36%
Late Stage	\$2.7 Bn+	-18%	72	47%	\$17 Mn	-37%

Source: Inc42

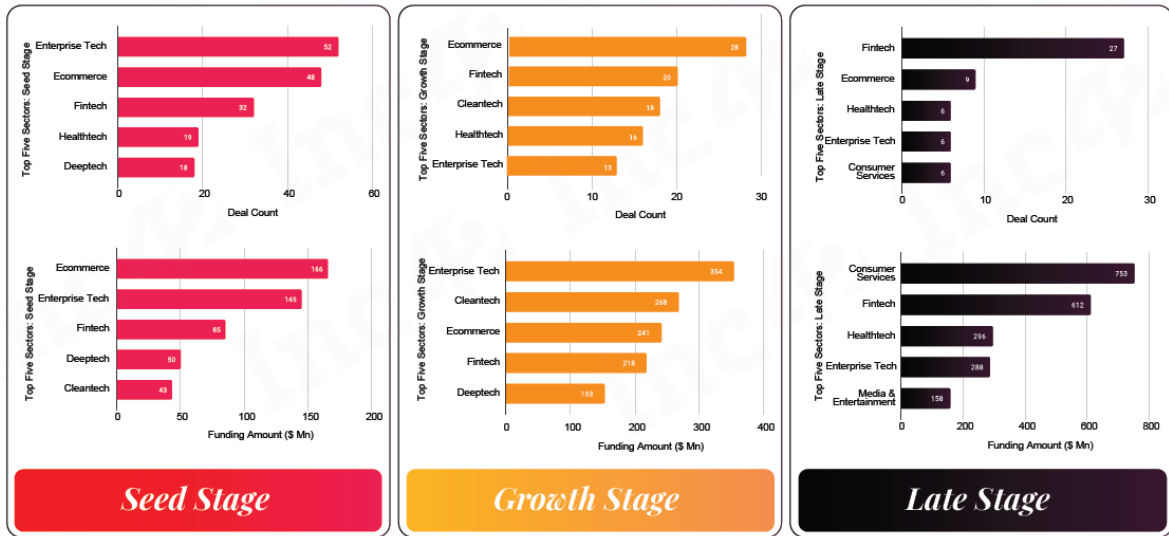
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6.

- Seed stage: It involves pre seed stage and seed stage and these stages have been attracting lot of investment and it is growing year by year.
- Growth stage: Series (A,B,C) stages, these stages are also attracting lots of investments and it is growing year by year.
- Late stage: Series D and above and these are lacking funds.

Above details confirm that investors are optimistic about investment in newer startups are innovative ideas rather than sticking with the old ventures.

Most Funded Indian Startup Sectors [H1 2024]



Source: Inc42

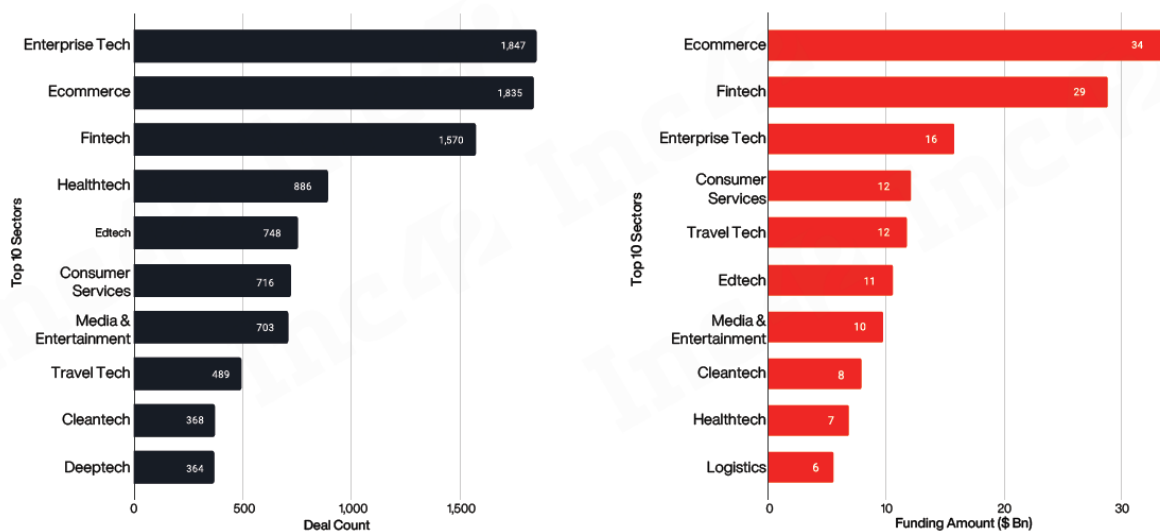
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7.

- Above data tells us that in seed stage Enterprise Tech has attracted more investment and in growth stage E-commerce sector has attracted more investment and in late stage Fintech proved to be the most funded sector.
- Fintech leading the way in deal volume and value reflects growing interest in digital finance solutions and investment is driven by the ongoing digital transformation in finance and business operations.

How startups in INDIA have been performing since 2014

Top 10 Most Funded Startup Sectors In India [2014 to H1 2024]

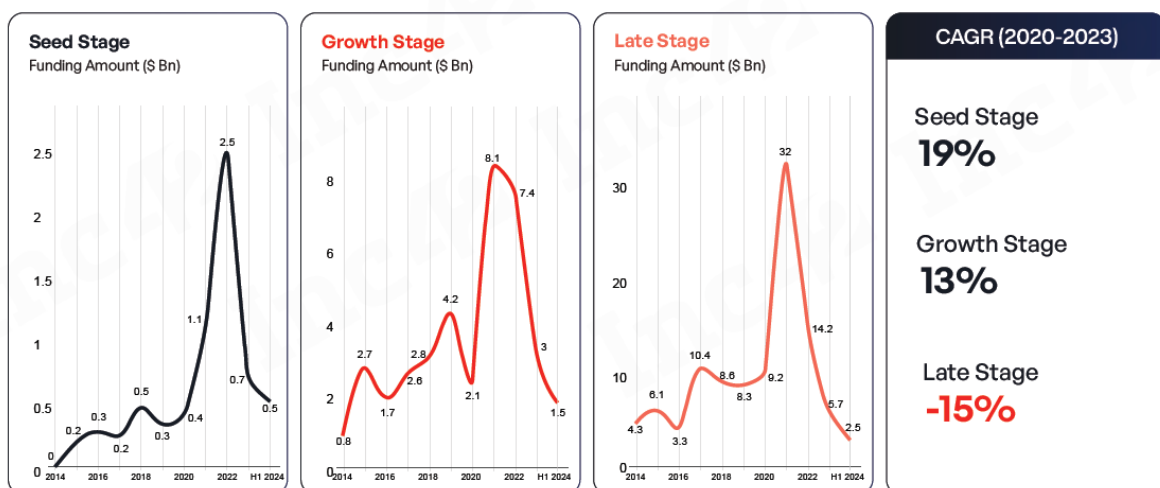


Source: Inc42
Note: This analysis is based on Indian startup funding recorded between January 1, 2014 and June 30, 2024

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1.

Indian Startup Ecosystem Anticipates Steeper Correction In Late-Stage Investments As Growth Rate Turns Negative

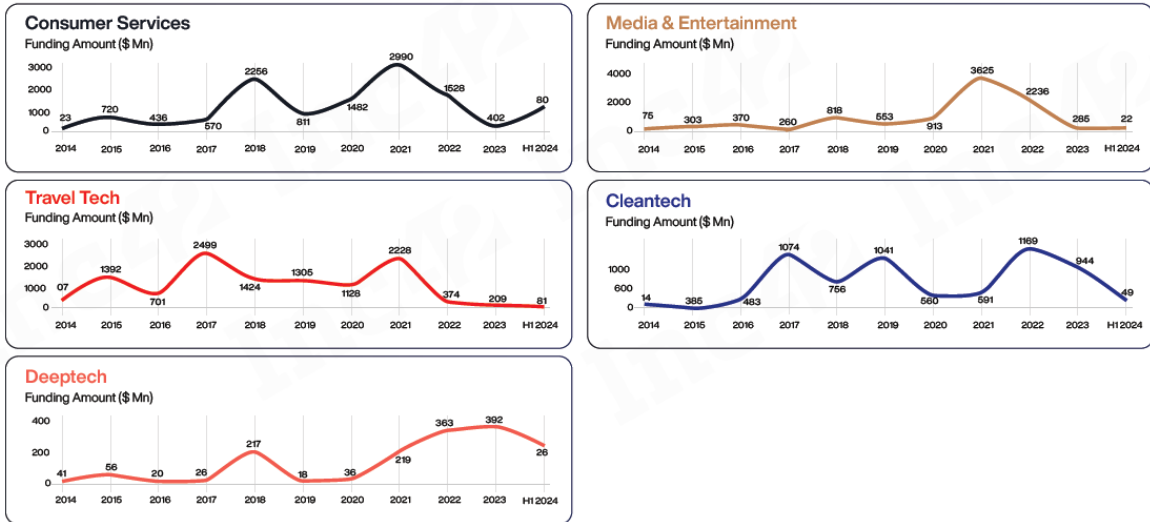


Source: Inc42
Note: 2024 data is until June 30, 2024

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2.

Emerging Sectors: Funding Amount Trends

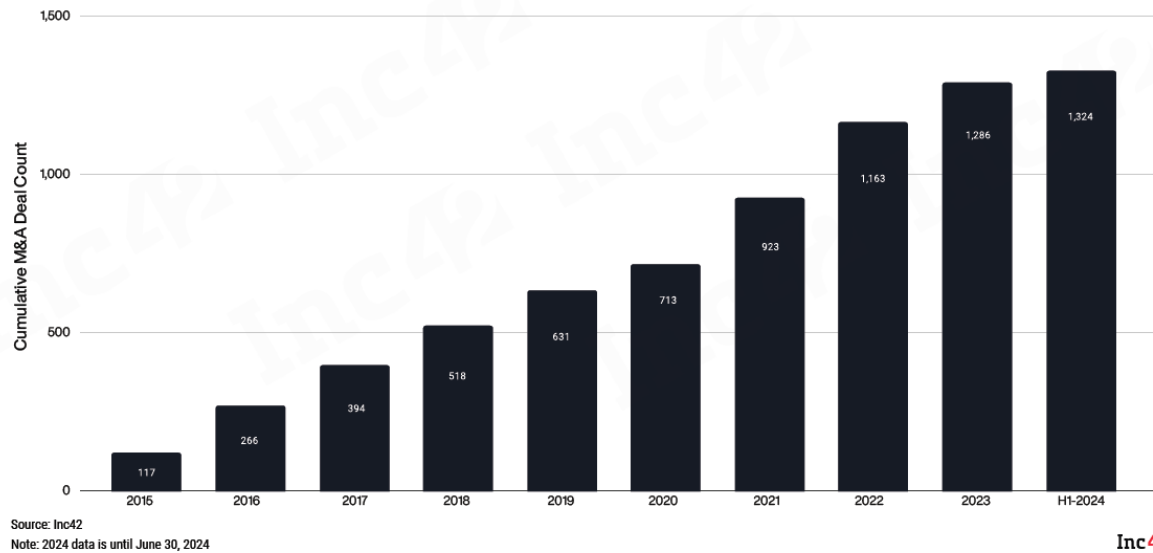


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3.

1.3K+ Total Mergers & Acquisitions Recorded By Indian Startups

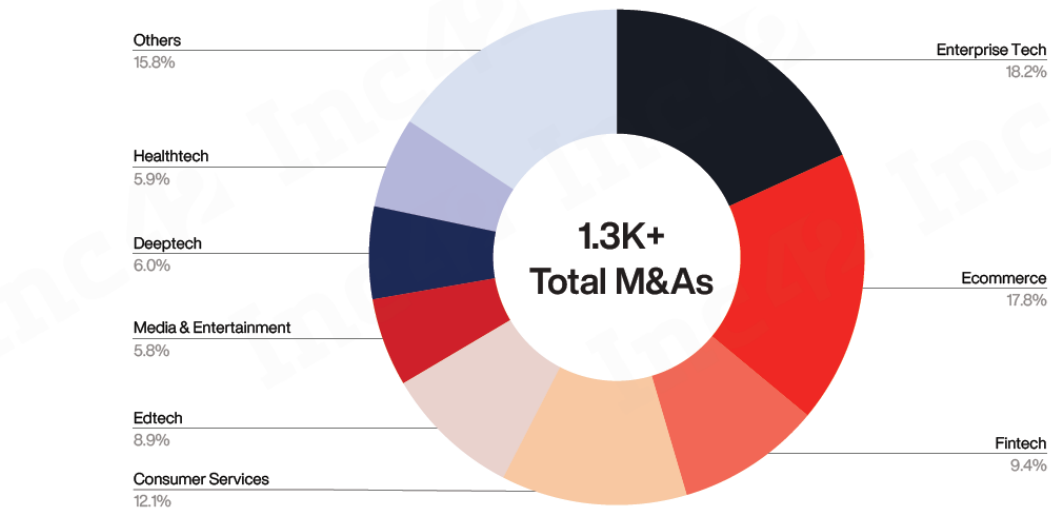
Walmart's acquisition of Flipkart for \$16 Bn is India's biggest startup acquisition to date



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4.

Enterprise Tech Dominates India's Startup M&A Scene



Source: Inc42

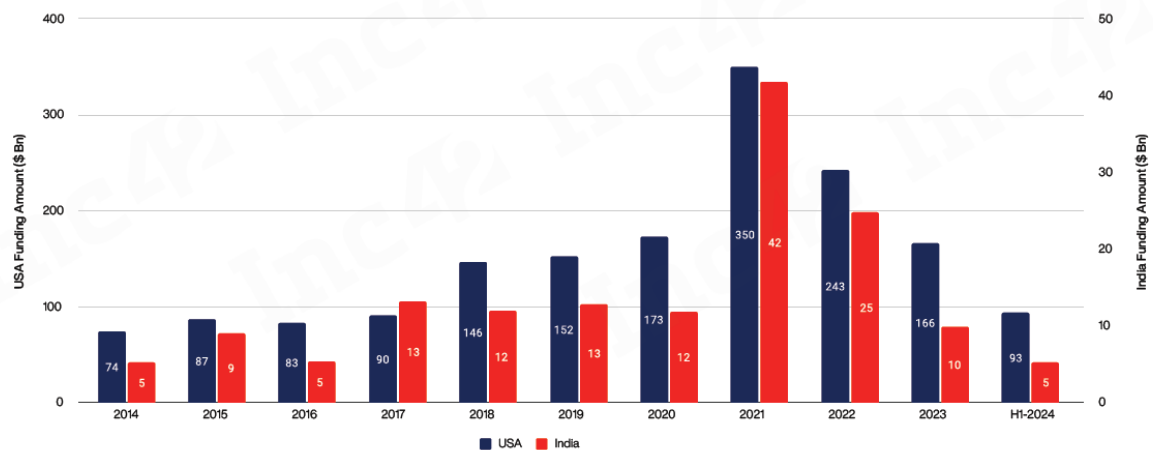
Note: Based on startup M&A deals recorded between January 1, 2015 and June 30, 2024

Inc42

5.

East Meets West: Indian Startup Funding Patterns Align With The United States

Over the last three years (2020-2023), both the startup ecosystems in India (-6%) and the United States (-1.3%) have had negative growth rate



Source: Inc42, Pitchbook

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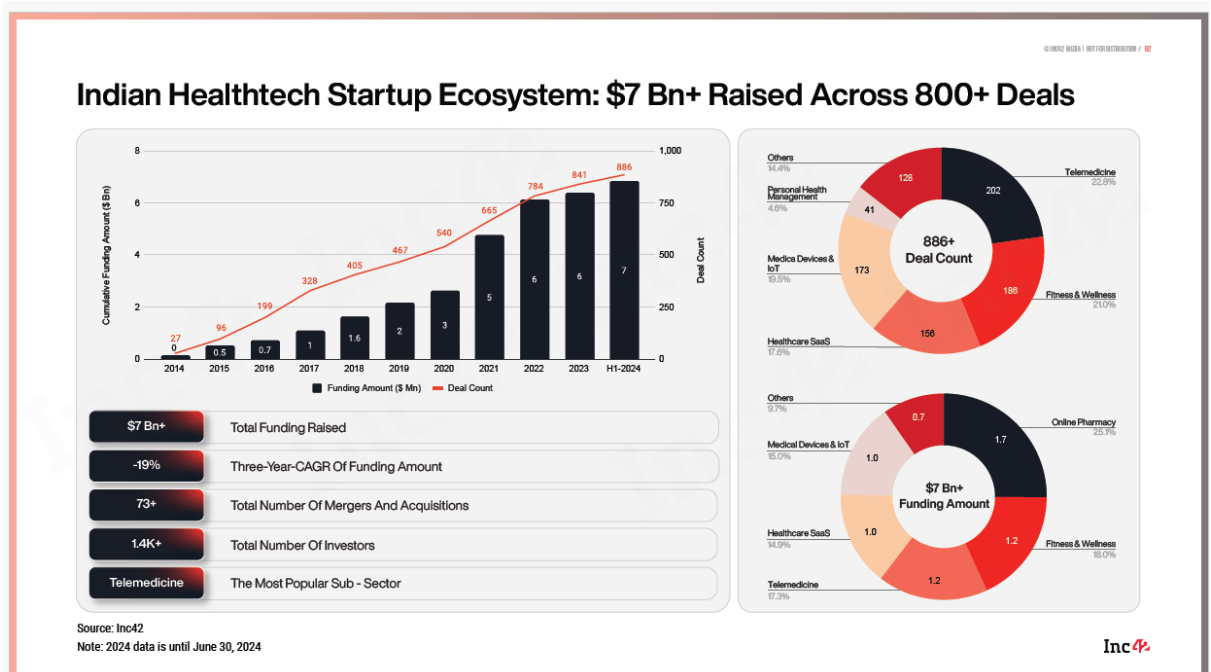
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- The reason is that this alignment indicates that the Indian startup ecosystem is evolving toward a more mature and sophisticated funding landscape similar to that of the United States. This includes a diverse array of funding sources, larger funding rounds, and greater opportunities for scaling, exits, and international growth.

2024 Predictions For Top Startup Sectors

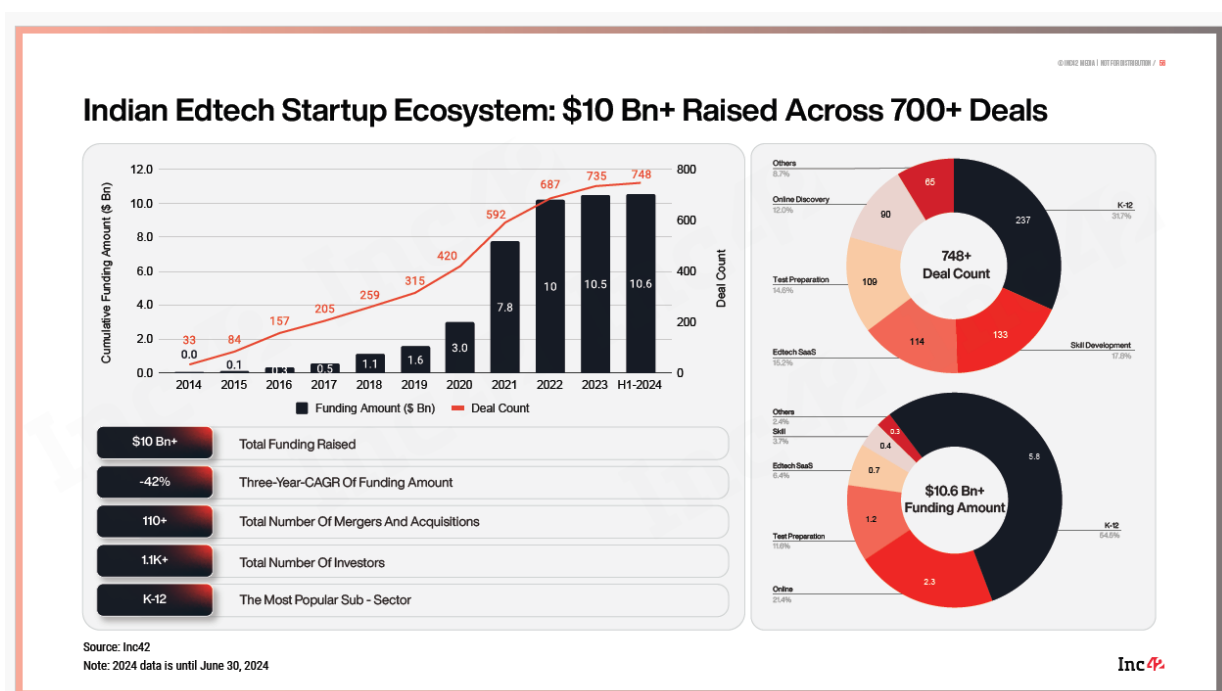
1. Healthcare:

- Healthcare funding in India in 2024 is experiencing significant growth, driven by innovations, public-private partnerships, and increased government focus on healthcare accessibility. The healthcare sector is projected to continue expanding, with growing investments in health technology, insurance, telemedicine, and pharmaceuticals.
- In terms of **funding distribution**, large investments are being allocated toward technology-driven innovations like AI in healthcare, data analytics for patient care, and mobile health solutions that improve access to rural populations.



2. Ed – Tech:

- The sector has been on a roller coaster ride in the last five years. Even though 2023 was not a revival year for edtech, the road ahead for the sector in terms of long-term trends remains positive. This is because the demand-supply gap for quality education and upskilling continues to expand, say experts.
- "While challenges persist, encouraging signs of recovery are beginning to emerge in the sector. With government assistance, advancements in technology such as AI, and growing internet access in Tier II and Tier III cities, the sector still has the growth potential. Blended learning formats (Online and offline tailored to meet the learner's needs and preferences), focus on Pre-K learning innovation, upskilling, vocational training, and community and mentor-driven learning are likely to drive growth in the ed-tech space going forward,"



3. Agritech:

- The agriculture sector has been embracing advanced technologies to boost productivity and resilience, driven by new-age entrepreneurs. The global focus shifted towards the sector during the pandemic, when the need to resolve climate crisis became more pertinent than ever. World leaders realized that agritech has a far greater role to play in the larger scheme of things. "The world recognizes that achieving environmental and climate goals relies on addressing fundamental issues within the food systems. With agriculture contributing over one-third of global greenhouse gas emissions, utilizing 70% of freshwater resources, and employing a quarter of the world's population, the next few years will witness a surge in agricultural innovations as climate solutions.,".
- In 2024, a significant shift is anticipated, marked by multi-billion investments in agri-food transformation from international organizations, development agencies, and governments, followed by a proliferation of agritech investments by VC firms to harness the sector's growth momentum.

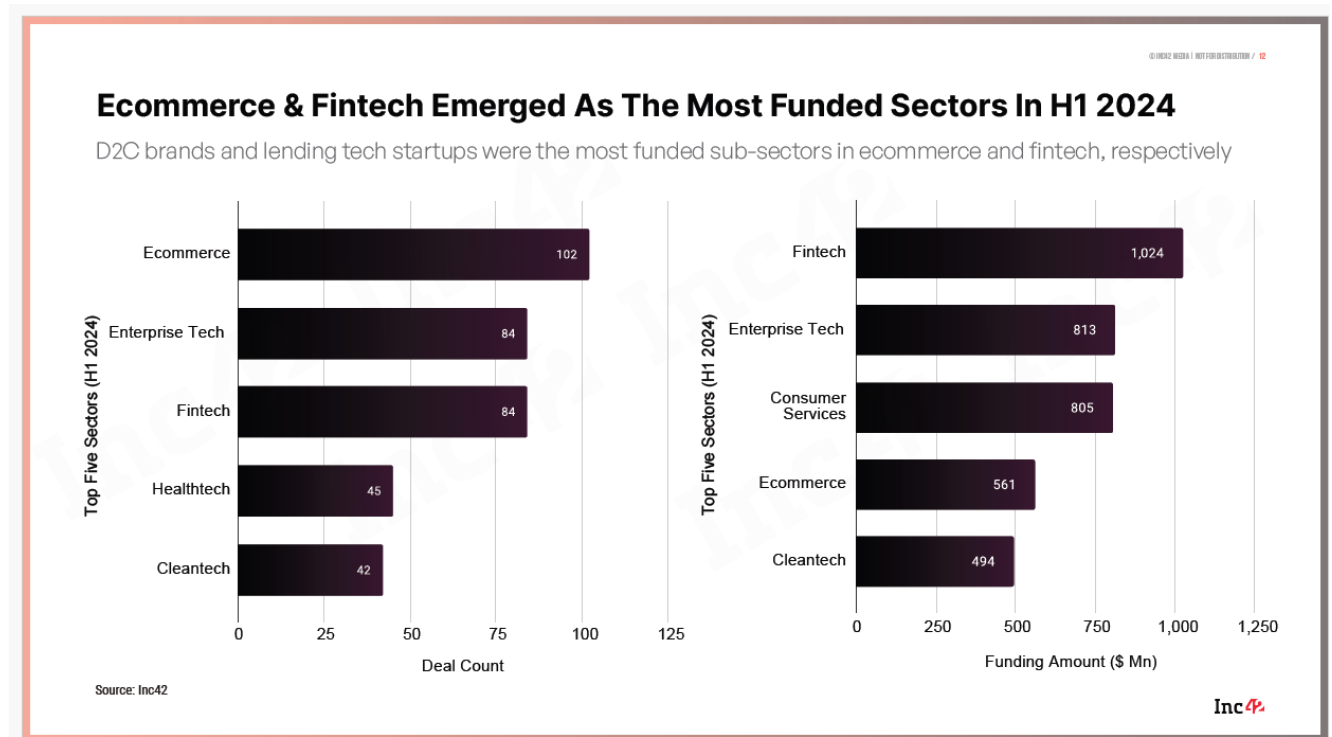
4. Climatetech:

- Experts believe that we will continue to witness a remarkable surge in India's climatetech startups, which will play an imperative role in achieving the government's net-zero emissions target by 2070. "Despite ample funding and even with government loans and subsidies, there is a need for more financial support for climate and clean-tech initiatives, across stages. This underscores the crucial role venture ecosystem must play in bridging the funding gap for sustained growth in the climate tech sector to achieve the government's net-zero goal," said Rahul Rajani, Investment professional at Blacksoil Capital.

5. Web3:

- In 2024, Web3 startups in India have been showing promising growth and attracting significant investment. Venture capitalists and angel investors are increasingly interested in blockchain technologies, and non-fungible tokens (NFTs). Investments have been flowing into projects focused on decentralized applications, smart contracts, and blockchain infrastructure.
- There is a growing interest in Web3 technologies among Indian businesses and consumers. Startups are exploring various use cases, including supply chain management, digital identity, and financial services, which are driving adoption and innovation. Additionally, the Indian government has shown a positive stance towards blockchain technology, providing a supportive regulatory environment for Web3 ventures. Initiatives like the National Blockchain Strategy and discussions around digital currency regulations are contributing to a more favorable landscape.
- India's Web3 ecosystem is expanding with the emergence of blockchain incubators, accelerators, and developer communities. These platforms offer resources, mentorship, and networking opportunities for startups, helping to foster growth and development in the sector.
- Looking ahead, funding opportunities for Web3 startups are expected to increase. Investors are likely to continue exploring high-growth potential areas within Web3, such as decentralized finance, blockchain scalability solutions, and Web3 infrastructure. As the regulatory environment becomes clearer, it could further boost investor confidence and attract more funding.
- Future Web3 startups will likely focus on innovative applications and integrations with existing technologies. Advancements in cross-chain interoperability, decentralized identity solutions, and enhanced security features are anticipated. The mainstream adoption of Web3 technologies is poised to grow, addressing existing challenges in privacy, security, and data ownership. Startups that solve real-world problems and demonstrate practical applications will lead the way.
- Overall, the Web3 startup ecosystem in India is on a positive trajectory, with substantial growth potential and increasing interest from both investors and users. The future looks promising, with ongoing advancements and evolving regulatory support likely to drive further success.

Top funded domain in 2024



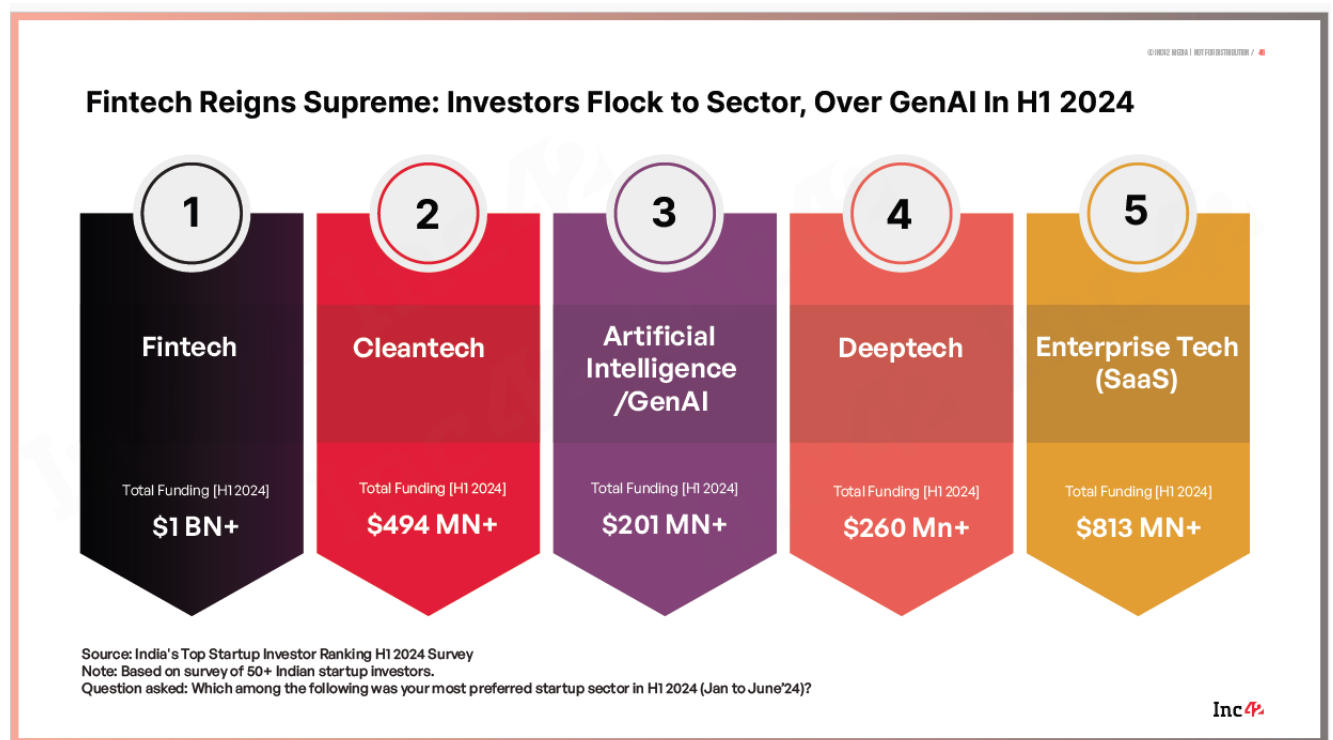
In 2024, fintech has emerged as one of the top-funded sectors in India, driven by a surge in investor interest. For example, funding in Indian fintech startups grew 59% quarter-on-quarter in Q1 2024, reaching \$551 million, with Bengaluru and Mumbai leading in investment activity.

In 2024, fintech is booming with these key trends:

- **AI and Machine Learning:** These technologies are personalizing financial services and improving fraud detection.
- **Blockchain and Digital Currencies:** Blockchain is making transactions more transparent, and digital currencies from central banks are being tested.
- **Reg Tech:** Technology is helping financial companies manage regulations more easily.
- **Embedded Finance:** Financial services are being integrated into everyday apps, making them more accessible.

- **Open Banking:** Banks are sharing data with other companies to create new financial products and services.
- **Sustainable Finance:** There's a growing focus on investments that are good for the environment and society.
- **Digital Identity Verification:** Secure digital IDs and biometrics are improving transaction safety.
- **Financial Inclusion:** Fintech is helping more people access financial services, especially those without traditional banking options.

These changes are making finance smarter, more transparent, and easier for everyone to use.



8.

This data represent about the sectors in which investors are interested in investing.

THANK YOU