

Startup Ecosystem and Funding Trends in India - Detailed Insights with Formulas

Total Startup

2,340 startups recorded, showing high entrepreneurial activity in India (2015–2020).

Why: Rise in digital infrastructure, government initiatives (e.g., Startup India).

Formula Used: COUNTD([Startup Name])

Total Funding Raised

\$45.22B raised across all startups, reflecting investor confidence.

Why: India's growing consumer base and innovation-driven startups attract global capital.

Formula Used: SUM([Amount USD])

Average Funding / Deal

\$15.74M per deal on average, indicating large ticket sizes.

Why: Big startups like Flipkart, Paytm raised billion-dollar rounds, inflating the average.

Formula Used: SUM([Amount USD]) / COUNT([Startup Name])

Most Funded Industry

Technology is the top-funded industry.

Why: Digital products scale faster and align with global investor interests.

Year-wise Total Funding

Funding peaked in 2017 (\$12.56B) and dropped sharply in 2020 (\$0.39B).

Why: 2017 boom due to mega-rounds; 2020 drop due to COVID-19 uncertainty.

Funding Average per Industry

Automation and B2B sectors had the highest average funding per deal.

Why: These sectors involve deep-tech or infrastructure requiring larger investments.

City-wise Funding Distribution

Bangalore dominates with \$20.95B in funding.

Why: It's India's tech hub with strong investor/startup networks.

Formula Used: SUM([Funding Amount (USD)]) GROUP BY [City]

Top Investors and Preferred Sectors

Westbridge, SoftBank, and Tencent focused heavily on Technology.

Why: These investors target high-growth, scalable tech businesses.

Funding vs Number of Investors

Few startups like Flipkart raised billions with few investors.

Why: Large rounds often come from 1-2 big lead investors.

Startup and Total Funding of an Investor

Flipkart (\$4.06B), Rapido (\$3.9B), Paytm (\$3.15B) led total funding.

Why: These unicorns raised multiple large rounds from major investors.