

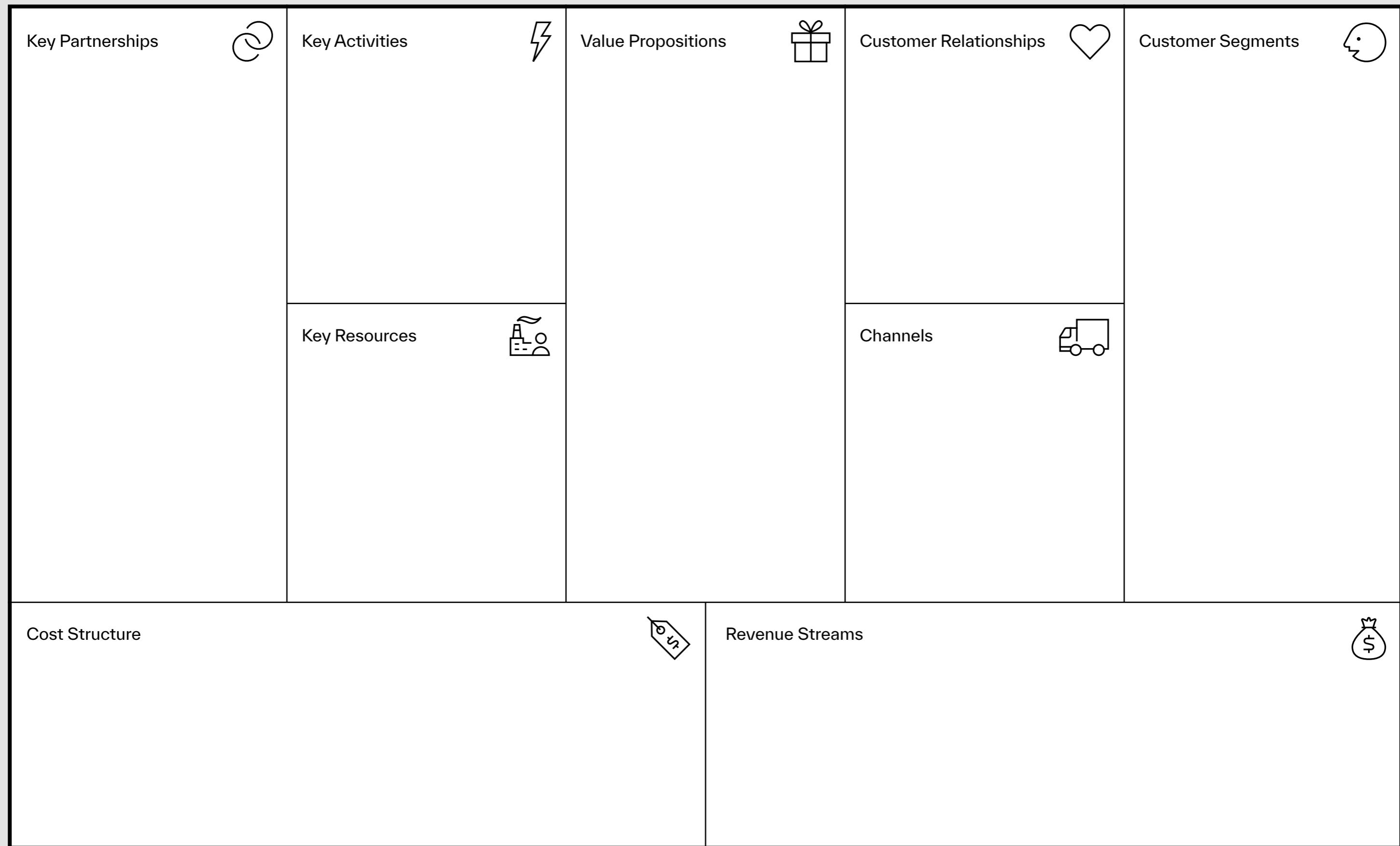
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



Turn ideas into revenue with
Strategyzer's innovation programs

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Writing a Business Plan

When Brian, Joe and Nate founded Airbnb, they had an air mattress, entrepreneurial passion, and a vision for reinventing travel and hospitality, but no clear idea how to approach VCs or how to craft a pitch deck.

They came across [Sequoia's guide for how to write a business plan](#) and the [rest is history](#). They made a great deck.

But it wasn't really the slides we liked—it was their ideas, the clarity of their thinking, and the scope of their ambition. We love partnering with founders hell-bent on bringing an idea to life that conventional wisdom deems impossible. And we love to partner early—when an idea is newly formed and has the maximal room to grow.

You can find our guide to pitching below (with a few refinements from years of use).

Company purpose Start here: define your company in a single declarative sentence. This is harder than it looks. It's easy to get caught up listing features instead of communicating your mission.

Problem Describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions.

Solution Explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?

Why now? The best companies almost always have a clear why now? Nature hates a vacuum—so why hasn't your solution been built before now?

Market potential Identify your customer and your market. Some of the best companies invent their own markets.

Competition / alternatives Who are your direct and indirect competitors. Show that you have a plan to win.

Business model How do you intend to thrive?

Team Tell the story of your founders and key team members.

Financials If you have any, please include.

Vision If all goes well, what will you have built in five years?

Sequoia Capital

Pitch Deck Template

Reproduced by PitchDeckCoach from info presented at
<http://www.sequoiacap.com/grove/posts/6bzx/writing-a-business-plan>

Flow

FYI Only – NOT a slide for your deck

Company Purpose

Problem

Solution

Why Now

Market Size

Competition

Product

Business Model

Team

Financials

Company Purpose

Define the company/business in a single declarative sentence

Problem

Describe the pain of the customer (or the customer's customer)

Outline how the customer addresses the issue today

Solution

Demonstrate your company's value proposition to make the customer's life better

Show where your product physically sits

Provide use cases

Why Now

Set-up the historical evolution of your category

Define recent trends that make your solution possible

Market Size

Identify/profile the customer you cater to

Calculate the TAM (top down), SAM (bottoms up) and SOM

Competition

List competitors

List competitive advantages

Product

Product line-up (form factor, functionality, features, architecture, intellectual property)

Development roadmap

Business Model

Revenue model

Pricing

Average account size and/or lifetime value

Sales & distribution model

Customer/pipeline list

Team

Founders & Management

Board of Directors/Board of Advisors

Financials

P&L

Balance Sheet *(Not required for this presentation)*

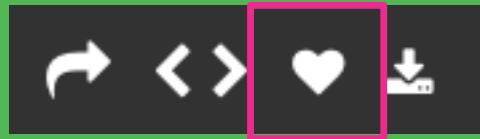
Cash flow

Cap table *(Not required for this presentation)*

The deal *(Not required for this presentation)*

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If yes, please click the Like button in the SlideShare toolbar below. Thanks!



Need help with your pitch deck?

We can provide feedback on your existing deck or build a new one from scratch. Contact us via our website.

How to Get and Evaluate Start-up Ideas

Hi, everyone. My name is Jared. I'm a partner at YC. I'm going to talk about how to get startup ideas. This talk is for anyone who doesn't yet have an idea for a startup, and wants to find one. It's also relevant if you have an idea, but aren't sure it's the one you want to stick with.

Now, this is a tricky topic, because startup ideas are subtle. No one, not even YC, knows for sure which ideas will succeed. But at YC, we have seen thousands of startups try thousands of ideas, and we have learned that there are some powerful statistical trends. Certain kinds of ideas, and certain ways of generating ideas are much more likely to succeed than others. And so, my goal here is to point you in directions with a higher likelihood of success.

Here's how it's going to work. First, I'm going to discuss the most common mistakes founders make when coming up with startup ideas. Then, I'm going to talk about how to evaluate startup ideas, and finally, I'm going to talk about recipes for generating startup ideas.

The first, most common mistake is believing that you need an amazing idea to get started. What this usually looks like is someone who believes the key to having a successful startup is starting with a brilliant idea. And so they're waiting to have a brilliant idea before they start anything. It's really easy, when you look at successful companies today, like Google or Facebook, to think, "Wow, that was such a brilliant idea." But I can tell you it only looks that way in hindsight. When Google started, it was, like, the 20th search engine. And when Facebook started, it was, like, the 20th social network. What made them successful wasn't a brilliant initial idea. It was a good enough initial idea, combined with great execution.

The next mistake is exactly the opposite: jumping into the first idea that comes to mind, without really stopping to think critically about whether it's a good idea at all. And it's amazing how common this is. Here's the thing. If your startup is successful, you will spend years of your life working on it. And if you're going to spend years of your life working on something, wouldn't it make sense to spend, say, at least a couple of weeks first, deciding what to work on? Surprisingly few founders do this, and so, if you do it, you are actually ahead of the curve. What I'm arguing here is that if you imagine a spectrum where one end is "try the first idea that comes to mind," and the other end is, "wait for the perfect idea," you wanna be somewhere in the middle. You should think of your initial idea as a good starting point.

Startup ideas morph over time. Take Airbnb, for example. Airbnb was initially literally a website for renting air beds at other people's houses. It morphed over time into all vacation rentals. So the thing you want to do is to pick a good starting point. If you have a good starting point, then even if your initial idea isn't great, it just needs tweaking to get to a great idea. Whereas if you pick a bad starting point, there might not be any way to morph into a good one. You'll have to start over completely.

The third mistake is to start with a solution instead of a problem. And I'll give an example. So, imagine you come up with a startup idea "Uber for plumbers." It's an app, you push a button, a plumber shows up. This is a solution. What problem does this solve? I don't know. Maybe it's hard to find plumbers. That might be a real problem, but my point is if you come up with an idea like this, you are starting with a solution. We see this so commonly at YC that we have a term for it. It's called a "Solution In Search of a Problem," or a SISP. And these are usually not great, because usually, you never actually find the problem. You're much better off starting with a problem, and then looking for solutions.

The last mistake is believing that startup ideas are hard to find. Actually, they're easy to find, because there are many, many real problems left in the world. If you're having trouble finding them, it's just that you haven't yet learned how to do it. Once you learn how to notice good startup ideas, you'll see them all over the place.

Let's talk about evaluating startup ideas. I'm actually going to give you a formula for this. This formula comes from my colleague, Dalton, who has an excellent Startup School talk called "All About Pivoting," which I really recommend. I tweaked it a bit to fit this talk. Here is my idea quality score formula. It's real easy. It is to evaluate your idea on four criteria, and then you take the average of the scores.

The first criteria is how big is this idea? The best way to judge this, I think, is to look for existing large companies that do something similar. So, suppose you want to start a new kind of bank. Well, there already are a bunch of banks, and they're big companies, so that suggests that this idea could be big. Your idea could also score well here if you're doing something in a market that's small today, but has a real chance of being huge in the future. And a good example of this is a company called Coinbase. Coinbase is a YC company that lets you buy and sell cryptocurrency. And when Coinbase was started, in 2012, Bitcoin was still brand new, and still very small. But even at that time, there were people who believed that it might someday, like, replace all existing money. And clearly, if that happens, it'll be very big, which is why Coinbase was a good idea.

Founder/market fit. This is like, are the founders experts in what they're doing? A good example of this is a company called Flexport, which helps companies import products from around the world. And the founder, Ryan, before he started Flexport, had worked in international trade for 10 years, and he knew, like, everything about it. So that's, like, 10 out of 10 founder/market fit.

The next criteria is how sure are you that you're solving a big problem? Ideally, you have personal experience with this problem. And finally, do you have a new, important insight into this idea? And a great example of this is Airbnb. When Airbnb got started, most people thought that the idea of allowing strangers you met on the internet to sleep in your apartment was really weird, and probably dangerous. But the Airbnb founders had actually tried this. They'd invite strangers from the internet to stay with them, and they realized it was really fun. So they had this insight that everyone else was wrong about this, and that's what made Airbnb such a good idea.

Here are some other signs to look for that your idea is probably a good one. You're making something you personally want to have. It turns out it's much easier to start a successful company if you're making something you yourself want, instead of something other people want. For one, you start with at least one user, yourself, but more importantly, when you're building for yourself, you can trust your intuition about what to build. If you're building for other people, you have to guess what they would want.

Another sign is that this only recently became possible. If something recently changed in the world, like a new technology or a new product you can build on top of, that's often a sign that a new opportunity has been created. Or, there are successful companies that do something similar. A good example of this is Rappi, which does food delivery in Latin America. When Rappi got started, there were already food delivery companies in other parts of the world, like DoorDash, that were doing very well. It just hadn't caught on in Latin America yet.

My last topic about evaluating startup ideas is to talk about filters. Filters are bad reasons to reject startup ideas. And the most dangerous part of filters is that they will cause you to reject your best startup ideas unconsciously, before they even bubble up to your conscious mind, and there are four big ones that are extremely important to understand. Almost everyone has these filters. And one of the most impactful things you can do to become good at generating startup ideas is to learn what these are, and to turn them off.

The first is rejecting ideas that seem hard to get started. Paul Graham wrote a terrific article about this, called "Schlep Blindness," which I really recommend reading. And the example Paul discusses is Stripe. Stripe is a YC company that makes it easy to integrate credit card payments to your website. And the fascinating thing about Stripe is that when Stripe launched, there were thousands of developers who already knew that this was a problem. They had tried to integrate credit card payments to their site, and they realized that the existing options sucked. But not one of them tried to fix it. Why is that? The reason is that to start Stripe, you had to do a bunch of things that seemed difficult. You had to get a deal with a bank. You had to learn a lot about the nitty gritty details of the world's credit card infrastructure. Those things sounded so hard that thousands of would-be founders who could have started Stripe earlier unconsciously shied away from the idea.

The second filter is ideas that are in a boring space. And a great example of this is Gusto, which makes payroll software. There were, once again, thousands of programmers who must have realized that payroll software sucked, but because it was a boring problem, nobody tried to fix it.

The third one is ideas that seem too ambitious. Sam Altman wrote an excellent blog post on this, called "Hard Startups." Founders instinctively shy away from really ambitious-sounding ideas because they are intimidating. But often, these are the ideas that turn into really big companies.

The last one is that founders instinctively shy away from spaces where there are existing competitors. You should actually err on the side of doing things with existing competitors. When founders go into spaces with no existing competitors, they usually find out that the reason there are no competitors is because nobody wants the product. The ideal situation is a market where there are existing competitors, but you have noticed something that they all seem to have missed. A great example of this is Dropbox. When Dropbox launched, there were already dozens of file syncing and storage solutions, but none of them had gotten very many users. Dropbox launched with a better product, and was able to beat all the competitors.

Now the part that you're probably waiting for, how to generate startup ideas. It is possible to sit down and explicitly think of startup ideas. And in a moment, we'll talk about how to do this. But it is actually not the best way to have startup ideas. The best way to have startup ideas is to notice them organically. There are great startup ideas all around you, and when you have a prepared mind, you see them everywhere. The problem is that when people sit down and try to think of startup ideas, they tend to think of bad ones. Whereas startup ideas that occur to you organically are actually quite likely to be good ones.

So first, I want to talk about how to have startup ideas organically. If you're not starting a company right now, this should be your preferred approach. Learn how to notice good startup ideas, then let the good ones occur to you. To have startup ideas organically, you first have to know what a good startup idea looks like, so you notice them when you encounter them. Then, you just keep an eye out for things that seem missing in the world.

If you're planning to start a startup way in the future, it's very helpful to become an expert on something valuable, and the best way is probably to get a job at the forefront of some field. If you're working at the forefront of some field, really any field, you'll see good startup ideas before other people. It's particularly helpful to go work at an existing startup. Many of the most successful YC companies came from ideas that the founders had while working at someone else's startup.

Okay, I'm gonna walk through seven recipes for explicitly generating startup ideas. I'm listing all seven recipes, to be comprehensive. This is basically all the ways I know to generate startup ideas. Now, I know of examples where all seven of these have worked, and led to a successful company, however, they are not all equally good. Some are much more likely to produce good ideas. Others are quite likely to produce bad ideas, and those solutions in search of problems I was talking about earlier. So, I'm going to list them in order, from best to worst.

This first recipe is the best one. It is the one that is most likely to lead to good ideas, and least likely to lead to false positives. Of the most successful companies YC has funded, about half of them can be traced back to roughly this recipe, and here it is. You start with what your team is especially good at, and think of ideas that you would have an unfair advantage in executing. The reason this is so effective is that any idea you come up with this way has automatic founder/market fit. You're basically generating all the ideas that have good founder/market fit.

Let's walk through some examples of how to do this. The first thing I do is I go through every company you've ever worked at. Internships are fine. And for each one, I'd ask yourself what are things you learned there that other people don't know? So, for example, SnapDocs. The founder of SnapDocs, Aaron, had worked in the mortgage industry for 10 years, and learned, like, everything about it. So he started SnapDocs, which builds software for managing mortgage paperwork. Then, ask yourself, for each company, what seemed broken? What parts of company life were clumsy? For example, Lattice is a company that makes software for performance reviews. And the way the founders had this idea is that they worked at a company together, and they noticed how bad their performance review software was. Then ask yourself if there were things that your company built in-house that other companies might need. A good example of this is Mixpanel. Before Suhail started Mixpanel, he worked at a company called Slide, that had built advanced analytics tools for internal projects. Suhail realized that other companies would need those same tools, and that's how he came up with Mixpanel.

Second recipe, think of things you wish someone else would build for you. A great example of this is DoorDash. The DoorDash founders were trying to get Thai food delivered to them in the suburbs, and they realized there was literally no way to do it. So, they built DoorDash.

Third recipe. What would you be excited to work on for 10 years, even if it didn't succeed? What things are you really passionate about? A great example of this is Boom, which is making a supersonic airplane. The founder of Boom, Blake, came up with the idea basically by asking himself this question. He had not worked in aerospace, and he was not a building-an-airplane expert, but he was just obsessed with the idea of supersonic travel. That said, I have seen this recipe lead founders astray, so I wanted to warn you about it. It can lead founders astray by encouraging them to work on something that they're very passionate about, but that does not have a clear path to being a big business. So, for example, you might be really passionate about collecting stamps. Doesn't necessarily make it a good place to look for startup ideas.

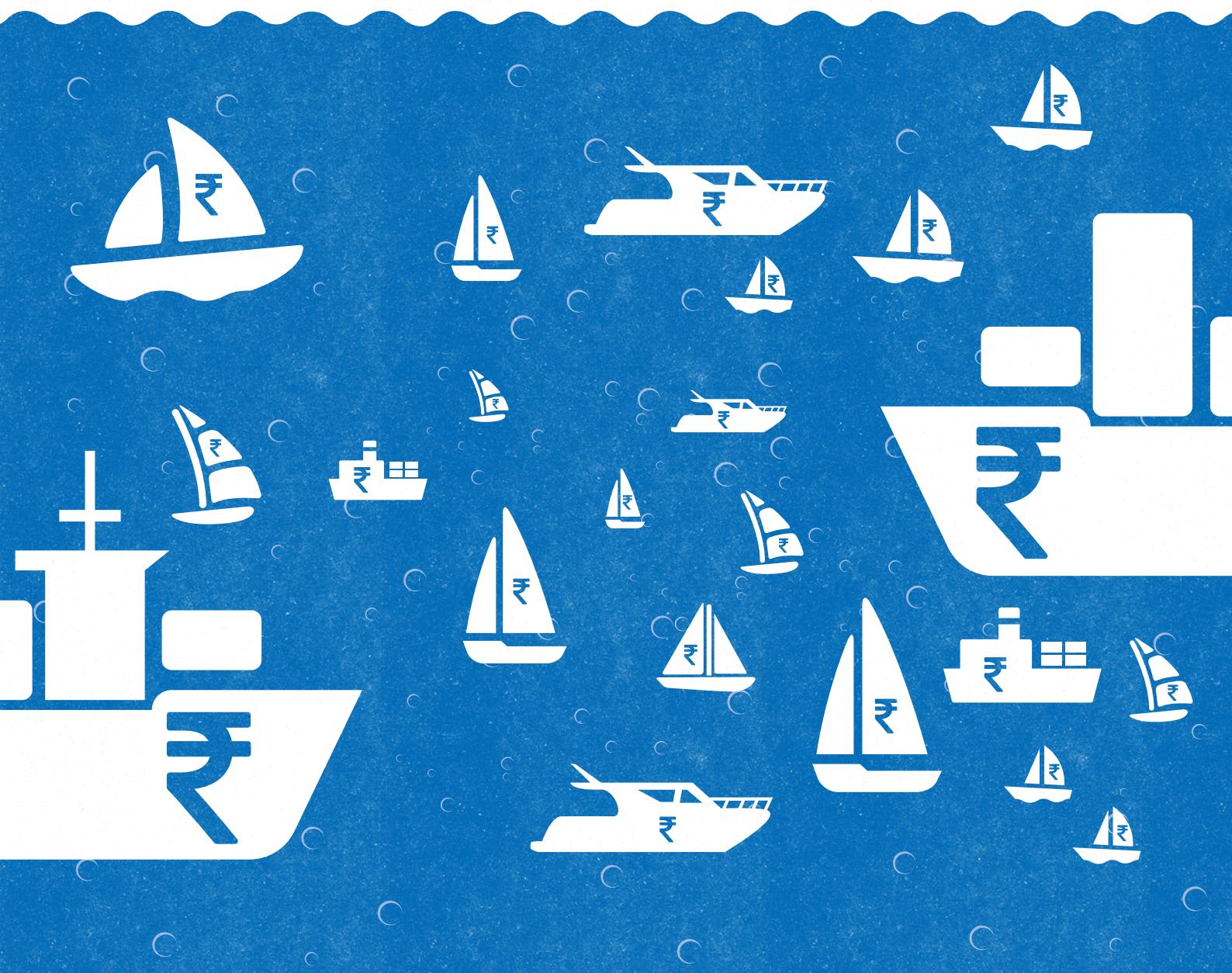
Number four, look for things that have changed in the world recently, and think of ideas that are now possible because of this change. For example, a new technology, a new developer platform, a new regulation, a new problem in the world. What are waves that you could ride? A maybe non-obvious example of this is a YC company called PlanGrid, which was acquired for a billion dollars. PlanGrid put construction blueprints on tablets, replacing paper. And what changed in the world that made PlanGrid possible was that Apple had created the iPad.

Number five, find companies that have been successful recently, and look for new variants of them. A good example of this is Standard Cognition. Now, the story of Standard Cognition is that Amazon has recently created Amazon Go, which is a grocery store that automatically tracks the things you take off the shelves, so you don't need to go to the cashier. Standard Cognition realized that every retail store would want the same technology, and that's what they do. This is a very common way that founders look for ideas, but unfortunately, it's not necessarily the best one. Ideas that are generated this way often take a form like "Uber for X," or "Airbnb for Y." These ideas are very often solutions in search of problems, so if you come up with an idea this way, you should be default skeptical, and you should think really hard about whether it is actually solving a problem.

Number six, you can also crowdsource coming up with an idea by talking to people you know, and asking them for problems they want solved. This is especially interesting to do with people who have particular areas of expertise, like people who work in an interesting industry, for example. The downside with this recipe is that most people are bad at seeing startup ideas. That's why this strategy seems to work particularly well if the people you ask are other startup founders. They already know how to notice good startup ideas.

And, number seven. Look for industries that seem broken. Any industry that seems broken is probably ripe for disruption. A good example of this is a YC company called LendUp, which is a replacement for payday lending. And part of the founding story of LendUp is that the founders just noticed that payday lending was an obviously broken and scammy industry. The downside of this recipe is it will often take you to ideas that have poor founder/market fit. It's not likely to work well if you don't know anything about the industry you're hoping to disrupt. LendUp worked well because the founders were already FinTech experts, and so, if you try this approach, I would recommend sticking with industries that you already know something about.

Startups India - An Overview



Foreword



D.S. Rawat
Secretary General
ASSOCHAM

In recent years, the Indian startup ecosystem has taken off and has matured. Driven by factors such as availability of funding, consolidation activities by a number of firms, evolving technology space and a burgeoning demand within the domestic market has led to the emergence of startups.

The numbers on startups speak volumes about the emergence of startups — it is projected that by 2020 there will be 11,500 firms from 3,100 startups in 2014. The trend is revolutionary! And it's going to change the way the markets are working today in India.

Between 2010 and 2014, the infusion of VC and PE increased from US\$ 13 mn to US\$ 1,818 mn. Angel investment too has multiplied almost eight times from US\$ 4.2 mn to US\$ 32.2 mn.

There are a number of factors that attract foreign investors to India. However, the biggest factor is the consumer growth backed by the mobile revolution. Also, the focus of New York based Tiger Global Management (TGM) has given confidence to other global private equity and hedge funds to come to India. Making big bets on Indian innovation has become a global point of interest. ASSOCHAM, India's Apex Chamber for Commerce and Industry, also popularly known as the "Knowledge Chamber," has taken the initiative of organising the STARTUP INDIA 2016, Annual Meet of Entrepreneurs & Startups on 20th January, 2016 in New Delhi.

Some of the prominent global Startups such as Uber, Cisco, Gram Power and leading private equity firms including Bessemer Venture Partners, Seedfund and IvyCap Ventures have confirmed their participation at this annual meet.

I would like to thank Grant Thornton to be the 'Knowledge Partner' for the event, and ASSOCHAM led by Ajay Sharma, Senior Director for this background paper. I congratulate them for successfully organising the STARTUP INDIA 2016, Annual Meet of Entrepreneurs & Startups.

Wishing you a very Happy New Year 2016,



Sunil Kanoria
President
ASSOCHAM

I compliment ASSOCHAM for bringing this well-researched document on promoting startups in India. ASSOCHAM's theme this year is creating employment through entrepreneurship and I firmly believe that we must become a nation of job creators rather than job seekers. This also supports the Prime Minister's vision of "Startup India".

The report addresses many important issues such as financing, IPR, ease of doing business, etc. All of these are important to foster more startups in our country.

We must also spread the message and the culture of entrepreneurship across all our states and cities. I would like to see every medium and large city of India having a thriving startup scene as do some of our leading metros. I also believe that we must promote startups in all areas of business, not just in technology.

This report is a welcome step towards promoting ease of doing business especially for "Startup India". I urge all readers to profit from its points and join us in this great mission.



Harish HV

Partner, India Leadership Team, Grant Thornton India LLP and member policy group of Ispirit which engages actively with Govt. of India, RBI, SEBI etc on startup policy issues.

Grant Thornton India LLP

Last week the Prime Minister Narendra Modi launched an ambitious program called Startup India Standup India. This was aimed at revolutionising and accelerating the startup revolution in India, which is already witnessing strong traction.

We had an earlier era where we had manufacturing startups in the 70s and 80s, and these were supported through seed capital and soft loans by the development financial institutions (DFIs) both at the centre and the state level. Entrepreneurs who were keen to setting up factories were supported in their endeavours and several companies which are today household names were beneficiaries of this ecosystem. To name a few Reliance, Biocon, Infosys etc are some of the big names. However, the DFIs supported predominantly through loans and earned healthy returns when a company did well. Otherwise they ended up writing off the loans – a model that was unsustainable. While they did not make significant gains on successful companies, they lost money on failed ventures. As a result of this and subsequent economic liberalisation since mid-90s, we did not have a startup ecosystem.

In the past decade, we have seen the rebirth of the startup ecosystem with a more sustainable business model in the form of venture capital. This is now taking strong root in the tech related areas and we are now seeing the results of this in cities such as Bengaluru and Gurgaon.

We need a similar ecosystem to develop in the manufacturing space to help accelerate the 'Make in India' programme and I believe the government must focus on this area rather than technology driven startups, within the funds they are seeking to create. Of course for both we need significant improvements in ease of doing business, certainty and liberalisation in taxation policies and simplification of regulatory procedures including encouraging government to procure from startups.

We believe that India's economic future lies in encouraging startups which will bring dynamism, new thinking and create jobs to the Indian economy.

We are pleased to present this special report on startups covering an overall view on this space, with key focus on providing the reader a kind of a ready reckoner highlighting the current space, the potential for growth, the challenges, the regulatory environment and the kind of deals that have been executed in the space.

We look forward to your feedback.

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1. Introduction



Prashant Mehra

Partner

Grant Thornton India LLP

Startups have been the flavour of the season over the last few years for the Indian markets. This has resulted into the emergence of a number of home grown unicorns across the country. One of the major contributors leading to this development has been the mega funding that has been ploughed into most of these unicorns between the period 2007 and 2015. This has been in line with the global trend dominating the space. Even the aspiring unicorns have had a decent run during this period, where managing to find investors is usually considered a tough task. The trends of investments suggest that investors want to enter as an early investor, even before the start of the firm.

From an overall viewing, India comes across as a thriving under-penetrated consumer driven market with a scope for exponential growth. Internet penetration and its increasing importance will drive most of the businesses. On account of the consumer demographics, with China being out of bounds, India offers the largest pie of investment opportunity that the world is eyeing. This is despite the multitude of operational, regulatory and taxation issues that surround the business running environment in India. However, 2015 has turned out to be a year offering a bit of a reality check to one and all and redefined the dynamics to a great extent. The year also set the tone for the next stage in the evolution of the startup ecosystem. The maturity in decision making that should ideally come in at this stage would be a step in the right direction taking the startup space in India towards greater heights, as it deserves.

The larger problems plaguing the businesses, such as the unorganised and fragmented Indian market, lack of clear and transparent policy initiatives, lack of infrastructure, lack of knowledge and exposure, complications in doing business, etc. are at least now being identified as issues that need to be addressed. The framework and course of regulations need to be updated and adopted as per the times. The right policy matter announcements by lawmakers can be a push. In times like these, pro-reforms announcements are required to provide the much needed impetus to the general business environment in the country in the startup space.

To create awareness and building an entrepreneurial environment, a lot of emphasis should now be given to creating infrastructure for mentoring startups. Various stakeholders such as the government, corporates, educational institutions and others are and should join hands to build a better ecosystem for young people. We understand that the Commerce Ministry is planning to build an online portal for information sharing among various stakeholders including incubators/accelerators, angel investors, VC funds and government departments. We also understand that other such initiatives are in the pipeline and are expected to be rolled out in due course.

This report has been compiled in the form of a handbook with the intention of providing the reader key insights into this space, covering various aspects mentioned above. I am hopeful that the report will serve the purpose of addressing the concerns. I look forward to this exciting space in 2016.

2. Evolving definition

a. What is a startup?

Currently a clear definition of a ‘Startup’ does not exist in the Indian context due to the subjectivity and complexity involved. Considering various parameters pertaining to any business such as the stage of their lifecycle, the amount and level of funding achieved, the amount of revenue generated, the area of operations, etc, some conceptual definitions are available in the public domain. These have been sourced and enumerated below to provide an indicative understanding on the space to the reader. The Department of Industrial Policy and Promotion (DIPP) is also working around a clear definition for startups and is expected to make it public in due course.

What is a startup ?

A startup is a young company that is beginning to develop and grow, is in the first stages of operation, and is usually financed by an individual or small group of individuals

A startup is a young company which could be an entrepreneurial venture or a new business, a partnership or temporary business organisation designed to search for a repeatable and scalable business model

A startup is a young company that searches for an unknown business model in order to disrupt existing markets or create new ones

A startup is a young, dynamic company built on technology and innovation wherein the founders attempt to capitalize on developing a product or service for which they believe there is a demand

Definitions of startups

A startup business is defined as an organisation:

- Incorporated for three years or less
- At a funding stage of Series B or less
- An entrepreneurial venture/a partnership or a temporary business organisation

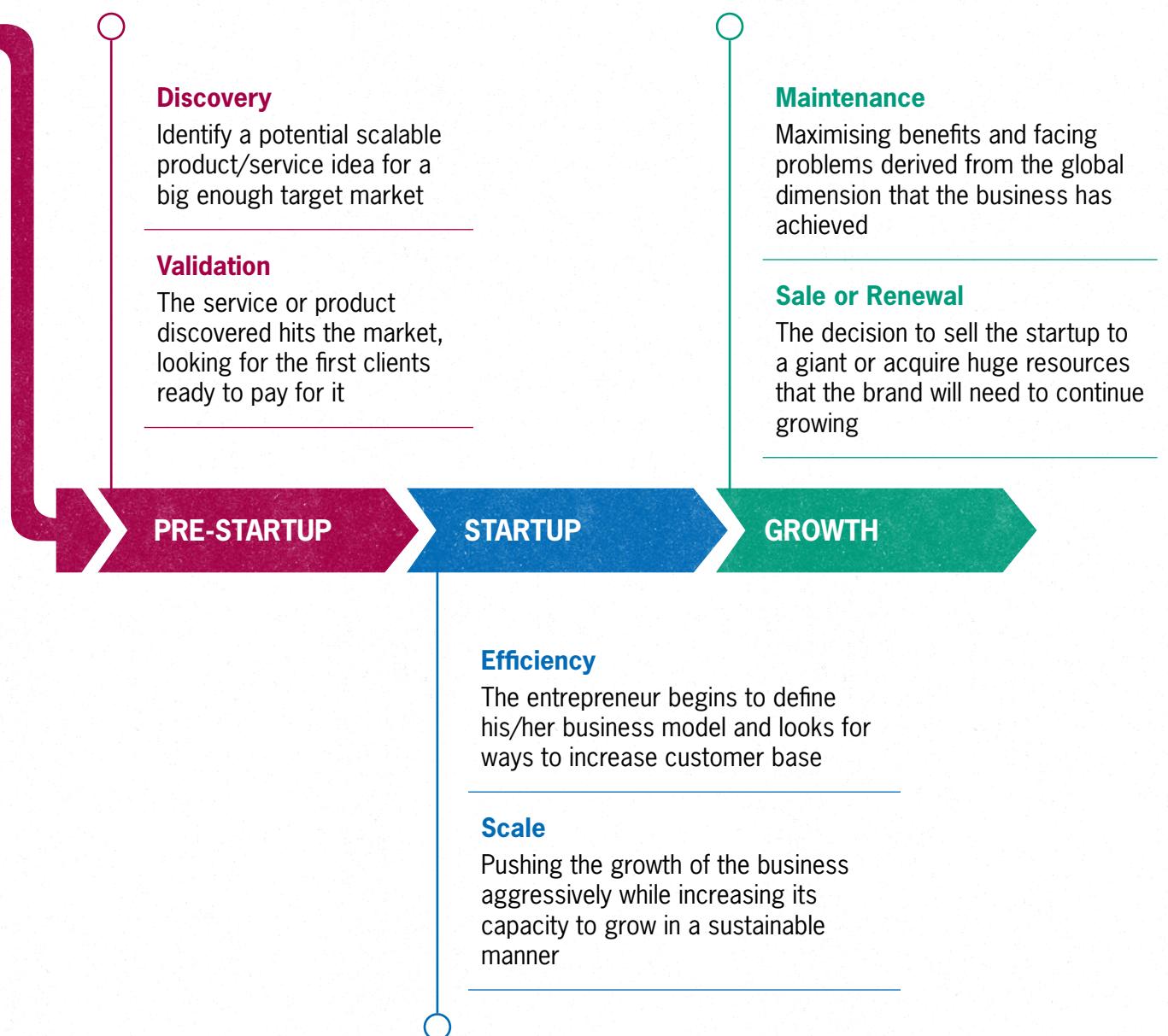
A startup is defined as a business that:

- Engages in development, production or distribution of new products, processes or services
- New and existence for not more than five years
- Revenue of up to INR 25 cr.
- Not formed through splitting or restructuring
- Formed through splitting or restructuring

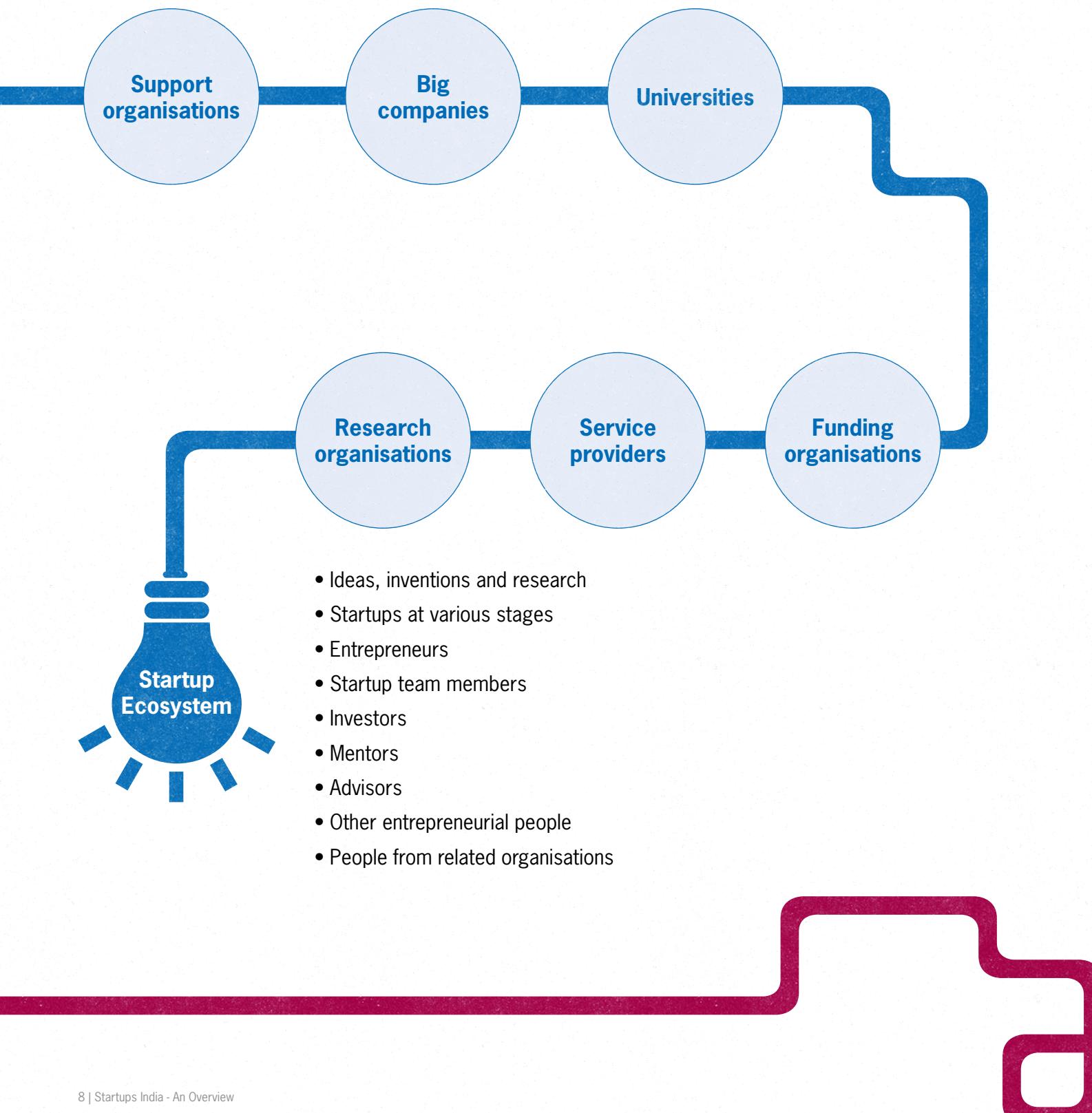
According to an Infosys Co-founder, a startup is defined as a business:

- Within the first three years of its existence
- Employing 50 people or less
- Revenue of INR 5 cr. or less

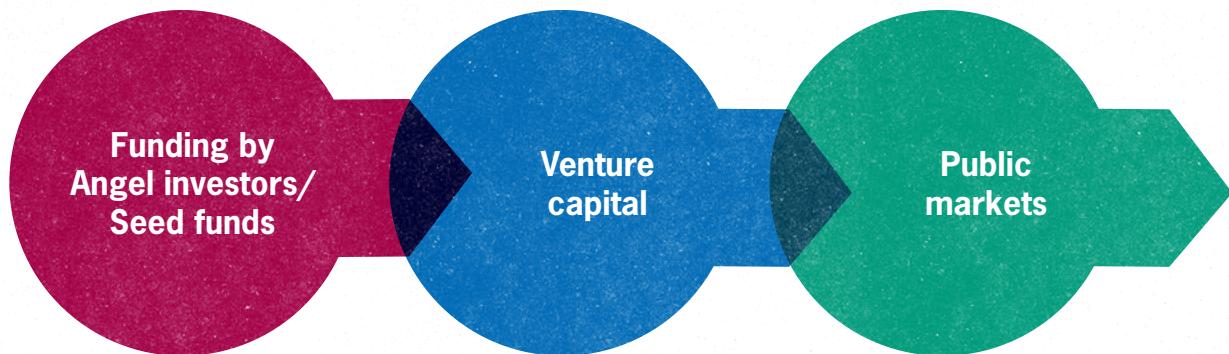
b. Stages of the startup lifecycle



c. Startup ecosystem

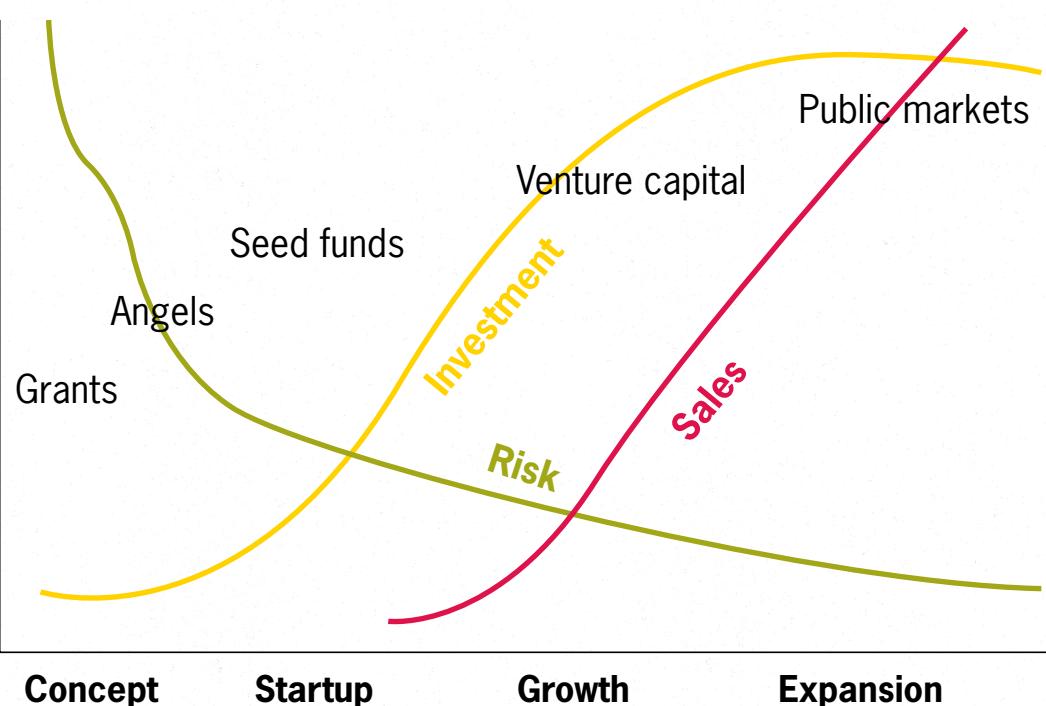


d. Startup financing lifecycle

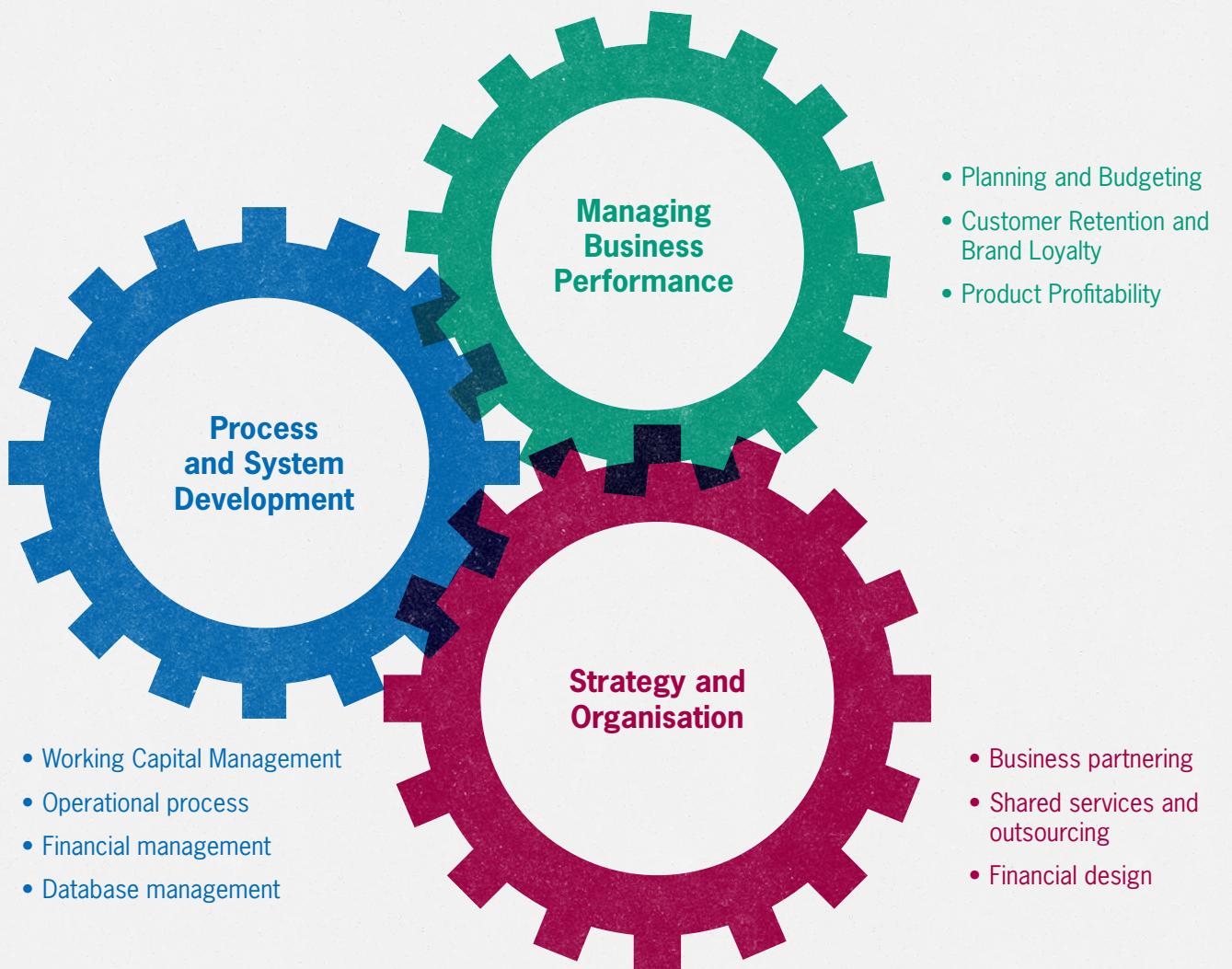


- Early stage startups rely on angel investors and seed funding
- Invest solely into the entrepreneur with an idea
- Does not encumber the entrepreneur with any corporate governance formalities
- Used to scale the company's business model
- Comes from larger institutional funds
- Focus is on building the sales force and establishing a global presence
- Late stage startups can feel the need to expand more aggressively or actively innovate the product
- Private equity funds together with public markets provide large amounts of liquidity to late stage startups

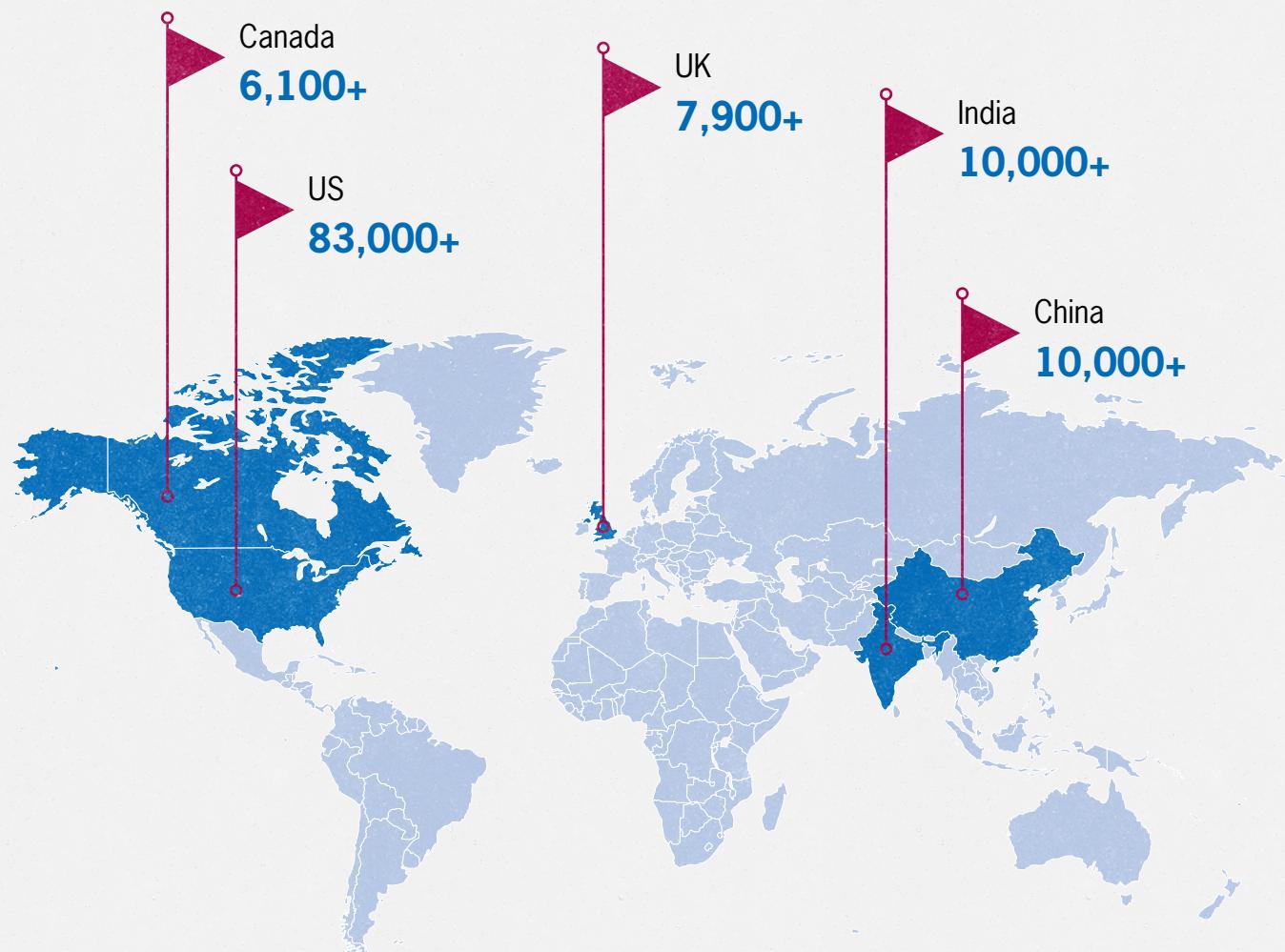
Startup funding process



Effective operational management for startups



India is amongst the top five countries in the world in terms of startups. US ranks number one on the list with 83,000+ startups.



Source: Microsoft Ventures, Zinnov, NASSCOM Startup India report 2015

Indian startup industry composition

Total startups

10,000 (approx.)

Startups	% Share	New startups annually
4,300 5,700	43% 57%	800 N.A

Sector concentration

E-commerce - 33%

B2B - 24%

Consumer internet - 12%

Mobile apps - 10%

SaaS - 8%

Other – 13%

Engineering - 17%

Construction- 13%

Agri products- 11%

Textile - 8%

Printing & packaging – 8%

Transport & logistics - 6%

Outsourcing & support – 5%

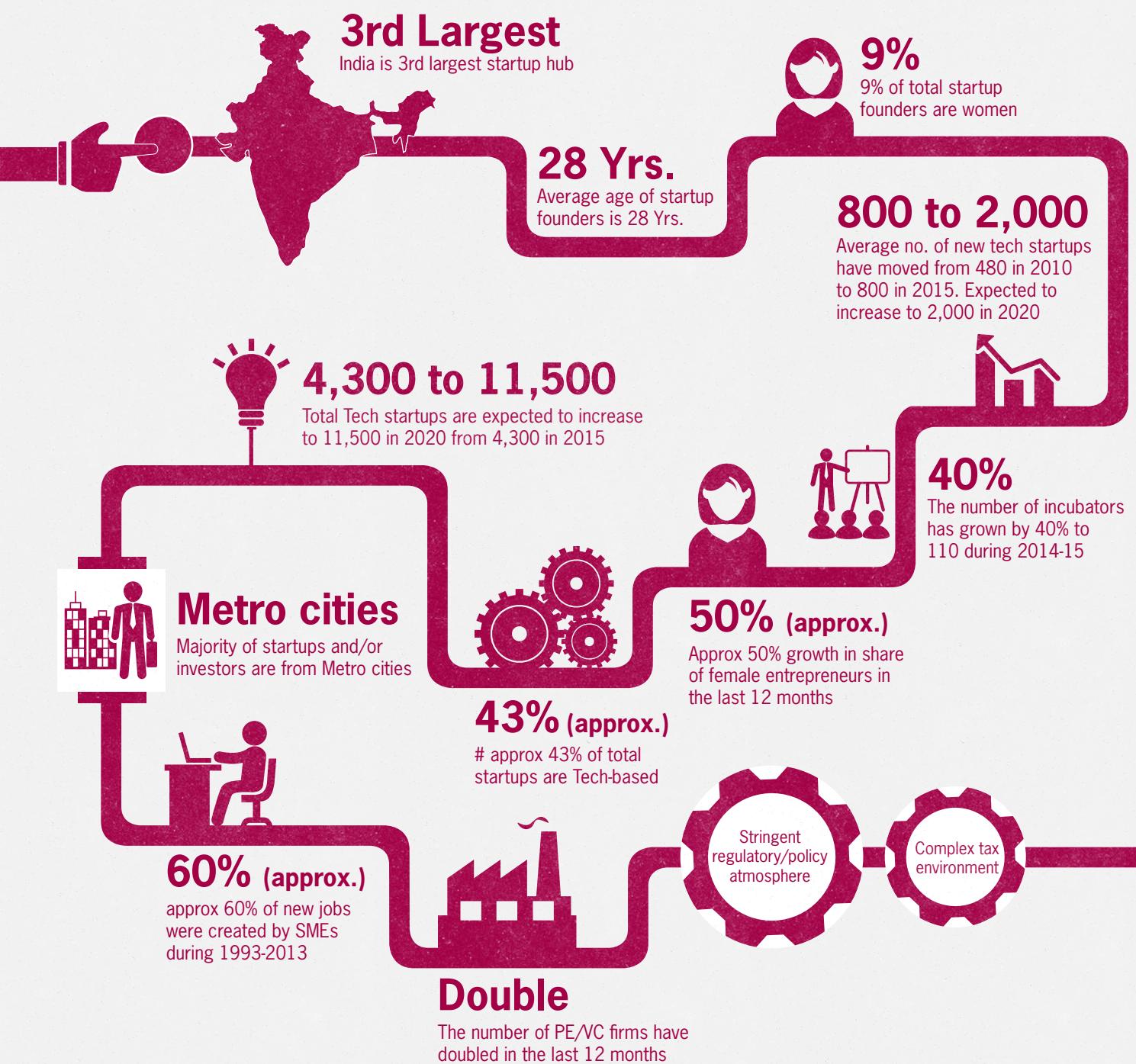
Other – 32%

 Technology based startups

 Non-Technology based startups

Note: Non-tech based startups sector concentration is an outcome of a survey conducted by CRISIL on ~20% sample of micro, small, and medium enterprises 2013-14
Source: NASSCOM Startup India report 2015, Microsoft Ventures, Secondary sources, News article

Current state of Indian startups



Source: NASSCOM Startup India report 2015, Startup India-Momentous Rise of the Indian Startup Ecosystem, CII report on a snapshot of India's Startup Ecosystem, Secondary sources, News article

India comparison

	India	China	Israel	Singapore	Japan	US
Total no. of startups (~)	10,000	10,000	4,750	N.A.	N.A.	83,000
Tech-based startups	4,300	3,400	4,000	N.A.	N.A.	48,500
Non-tech based startups	5,700	6,600	750	N.A.	N.A.	34,500
Set up a new business (Days)	30 – 60	30	13	2	10	4
Corporate tax rate	34%	25%	26%	17% (100% tax exemption for startups)	34%	39%
No. of Tax payments by businesses (p.a.)	33	9	TBD	TBD	TBD	11
Bank lending rate	10.3%	5.6%	3.9%	5.4%	1.2%	3.3%
R&D spending % of GDP (Est. 2014)	0.85%	1.90%	4.20%	n/a	3.40	2.80%

Source: World Bank, News articles, Gov. sites

3. Scope for Growth

a. Policy initiatives

Indian government aims to build an ecosystem that promotes entrepreneurship at the startup level and has taken a number of initiatives to ensure that the startup businesses get appropriate support



Make in India

In September 2014, Prime Minister Narendra Modi introduced a big initiative “Make in India” to promote the manufacturing sector by promoting companies to invest in the sector. The intent of the campaign is to attract foreign investments and encourage domestic companies to participate in the manufacturing thereby contributing to the growth story. The government also took various steps to build a favourable environment to do business in the country. For example, an online system for environment clearances, filling income tax returns and extension of validity of industrial licenses to three years have been put in place.

1. The government increase the foreign Direct Investment limits for most of the sectors
2. Protection of the intellectual property rights of innovators and creators by upgrading infrastructure, and using state-of-the-art technology



Standup India

The Prime Minister also aims to build systems for enabling startups and wants to make the country as a number one destination for startups. In August 2015, he announced a new campaign “Standup India” to help startups with bank funding and encourage entrepreneurship among the young Indians. He also requested all 1.25 lakh bank branches to fund at least one startup founded by tribals and dalits.

Standup India: On 6th January 2016, the Union Cabinet has given approval to Standup India campaign which aimed at promoting entrepreneurship among women and scheduled castes and tribes. Some of the salient features include:

- Loans under the scheme would be given for greenfield projects in the non-farm sector,
- Intention of the scheme is to facilitate at least two such projects per bank branch,
- The scheme is expected to benefit at least 250,000 borrowers in 36 months from the launch of the Scheme.

It also plans to ease out the existing regulatory regime for startups and is considering extending tax incentives to them. The Department of Industrial Policy and Promotion (DIPP) is currently working around a clear definition for startups to ensure that the regime is available to businesses

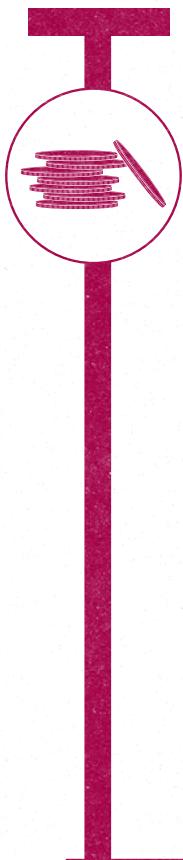


Digital India

This is an initiative led by the Indian government to ensure that government services are made available to every citizen through online platform. In July 2015, the PM announced the Digital India initiative that aims to connect rural areas by developing their digital infrastructure. This translates into a huge business opportunity for startups. E-Commerce companies in India are planning to break into India's rural market as a part of the government's Digital India initiative.

In September 2015, PM Modi visited Silicon Valley, US and had meetings with a number of founders of technology firms and industry leaders such as Satya Nadella and Sundar Pichai to talk about his ambitions of developing a better startup ecosystem

According to NASSCOM startup report 2015, every year more than 800 tech startups are being set up in India. By 2020, a projected 11,500 tech-startups are going to emerge and will employ around 250,000 people.



Financial assistance

In his Union Budget speech for 2015-16, Finance Minister Arun Jaitley announced government's plan to set up Micro Units Development Refinance Agency (MUDRA) Bank and a Credit Guarantee Fund with a refinance capital of INR 20,000 cr and INR 3,000 cr.

- In April 2015, the government launched Mudra Bank to boost the growth of small businesses and manufacturing units

- The newly Bank would provide a credit facility of up to INR 50,000 to small businesses, loan of up to INR 5 lakh to little bigger businesses and loan of up to INR 10 lakh to the MSME sector

MUDRA Scheme: On 6th January 2016, the Union Cabinet has given approval to the following proposals:

- The cabinet has approved the creation of a Credit Guarantee Fund for MUDRA loans
- It is expected that the fund will guarantee loans of over INR 1,00,000 cr to micro and small businesses in the first instance
- According to the finance minister, the MUNDRA scheme is expected to provide benefits to 1.73 cr. people
- The fund will guarantee loans sanctioned under Pradhan Mantri Mudra Yojana w.e.f. 08th April'15
- The cabinet also given its go ahead to convert MUDRA Ltd. into MUDRA Small Industries Development Bank of India (SIDBI) Bank as a wholly owned subsidiary of SIDBI

Additionally, the government has set a target to provide a total loan of INR 1.22 Lakh cr. to promote new entrepreneurs and fund the unfunded businesses with the help of banks

India Aspiration Fund: The finance minister also announced the India Aspiration Fund to encourage the startup ecosystem and allocated INR 400 cr. to various venture funds. He also launched another program called SMILE (SIDBI Make in India Loan for Small Enterprises) with an allocation of INR 10,000 cr. The objective of the scheme is to offer soft loans in the form of quasi-equity and term loans on soft terms to MSMEs.



Startup Exchange

The SEBI announced a new set of listing norms for startups, including e-Commerce ventures, planning to raise funding from listing on stock exchanges. These new norms will provide relaxations in disclosure related requirements, takeover and Alternative Investment Fund regulations for IT, data analytics, intellectual property, bio-technology or nano-technology companies.



Self-utilisation and Talent Utilisation (SETU)

The government is planning to set up a mechanism called SETU, under the newly formed NITI Aayog, to provide technical assistance and incubation to startups. In 2015 Union Budget, Finance Minister, Arun Jaitley, has set aside INR 1,000 crore for support startups.

Source: NASSCOM Startup India report 2015 Secondary sources, New articles

b. Role of large businesses

Big corporates generally focuses on innovation, performance excellence and risk management in order to compete in the dynamic global business environment. Issues related to tightening of research and development budgets, increasing digital disruption and organisational bureaucracy make it difficult for large companies to innovate on their own.



Rising number of corporates are looking in search of diverse information, creative people and processes at the smaller companies or star-ups:

- Many corporates are now shifting their focus from investments into their own research and development to investments in multiple source of innovation, focusing in particular on technology based startups
 - Nandan Nilekani is investing US\$ 1-2 mn in startups in many sectors including telecom, aerospace, publishing, logistics etc.
 - Ratan Tata recently invested an undisclosed sum in Tracxn, a Bengaluru-based startup intelligence firm
- Corporates collaborate with other small firms including startups by investing fully or partially to access to their pool of talent, assets and capabilities.
- Big firms often look at smaller companies as they are more agile, with less bureaucracy and fewer approvals required to develop innovative products.

Startups in India have managed to get funding from various informal channels including corporate, angel/seed or VC funding. There are a few startups with innovative business ideas which have managed to raise funds through “Crowdfunding”, where a large number of investors contribute capital through various channels including internet, mail-orders, events etc. For example, startups such as Ketto, BitGiving and Wishberry have raised money through this concept. Over the recent years, “Crowdfunding” as a concept has gained popularity globally, however, in India, it is still at a nascent stage and is expected to pick up as a regular funding channel with the increase in awareness.

c. Possible impact of startup incubators

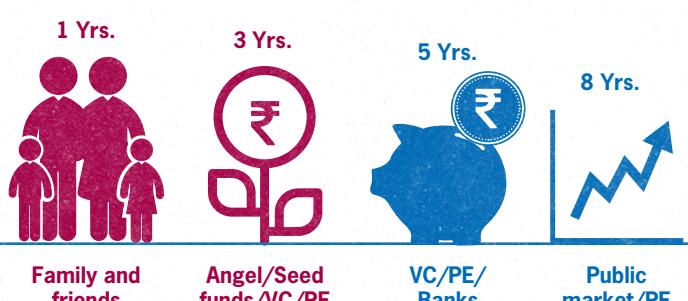
Startup incubators are companies that assist new startups in their initial phase of development by providing various services. Incubators share both tangible and intangible resources such as equipment, office space, services such as accounting, computing and legal services. They also assist startups in raising startup capital and perform various networking activities to reduce the financial burdens and resource issue. Incubators help entrepreneurs in building sustainable business environment while benefitting the broader corporate communities.

- According to NASSOCM report, there is a 40 percent growth in the number of incubators to reach to approximately 110 in 2015 as against around 80 in 2014.
- Approximately 50 percent of total incubators are set up in non-metro cities i.e. outside NCR, Bengaluru and Mumbai to offer.
- Growing number of educational institutes have started setting up incubator programmes independently or jointly. Shri Ram College of Commerce, New Delhi for example has set an incubator to help their student in their own startups, VESIT college of engineering has set up an incubation centre with the same objective.
- Big corporates are also setting up incubator programmes to help startups. Tata Group launched T-Hub, Google, Microsoft Ventures etc.
- Tata has come up with country's largest technology incubator centre 'T-Hub' in Hyderabad
- Google has come up with a Launchpad accelerator programme for specific to mobile startups in India, Brazil and Indonesia with training and developmental support and upto US\$ 50,000 in equity-free funding
- Y-Combinator, a popular incubator in the San Francisco Bay Area has designs to make investments in India in the near future.

Startup funding in India

Funding based on age of company

Average Age of a firm (in years)



■ Early stage

■ Growth stage

Venture capital invests in both stages of company based on the following criteria:

Early stage:

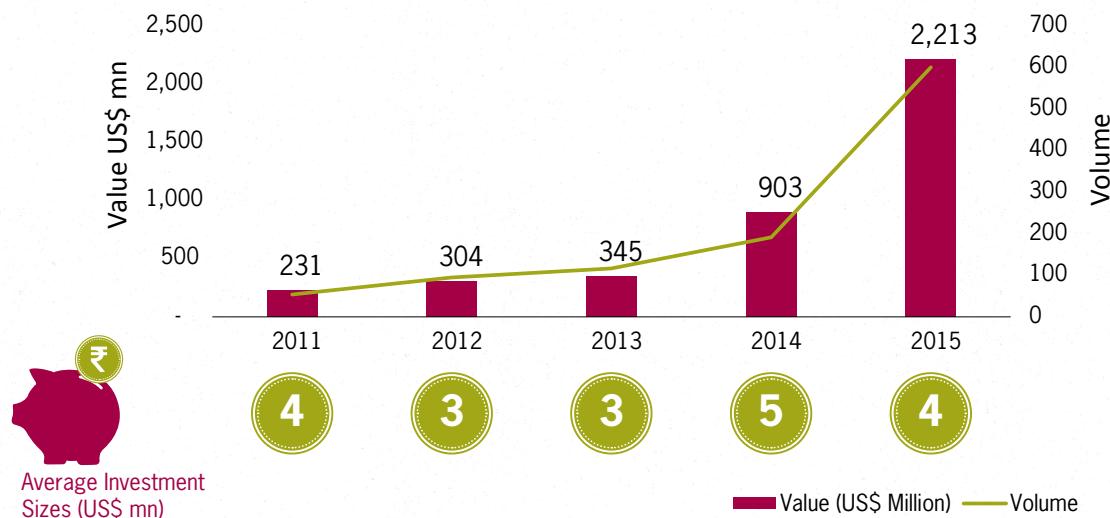
Includes first or second round of institutional investments into companies:

- Average of less than five years old
- Not a part of big corporates
- Investment amount <US\$ 20 mn

Growth Stage:

- Usually third or fourth round of funding
- First or second round of investments for firms with 5-10 years age
- Spinouts/carve outs from big corporates
- Investment amount <US\$ 20 mn

d. Startup investment round up

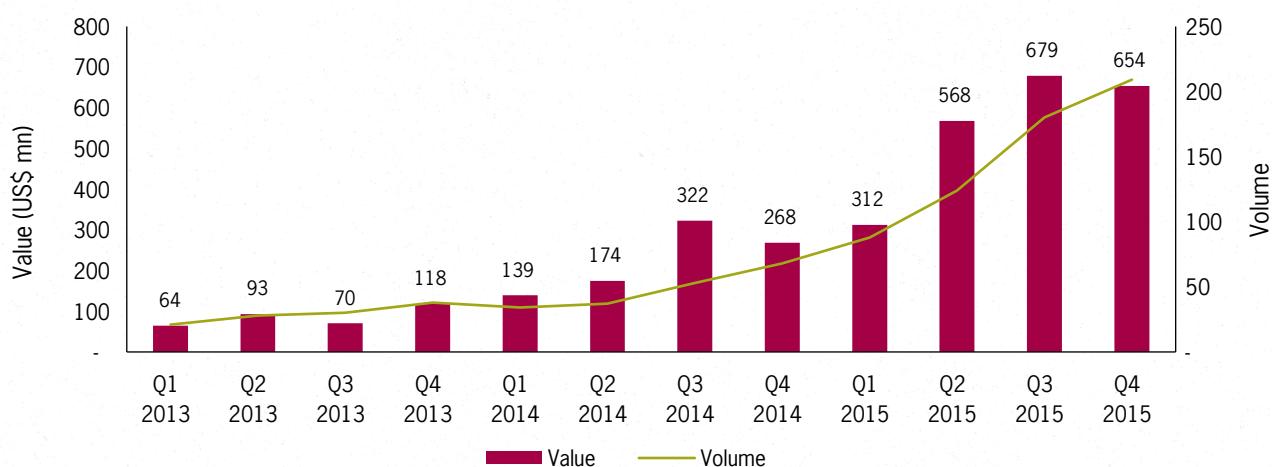


During 2011-13 (CAGR growth)

- Yearly growth of 22 percent in number of investment
- Yearly growth of 47 percent in total value of investment

During 2013-15 (CAGR growth)

- Yearly growth of 153 percent in number of investment
- Yearly growth of 127 percent in total value of investment



Note: The criteria used to define startups include: a) The Company should have been incorporated for three or less than three years as at the end of that particular year. b) The Company is a player in a non-traditional service industry c) The Company has received funding only upto Series B

Source: Grant Thornton Analysis

e. Approvals and other regulatory processes

Single online clearance system

Prime Minister Narendra Modi plans to bring an online approval window which will provide over 200 permits required by different industries from various government divisions

- This new system for clearance approval for new entrepreneurs would allow them to apply for and track the status of their applications/license permits online
- Currently, 81 state-level clearances, including land acquisition, setting up a factory are being digitised
- 133 clearances that are being granted by other central government divisions, including the home, defence and railway ministry, will come online

PM is working on taking the online governance systems on the fingers of public through the introduction of mobile phones channel

Simplification of regulatory regime

The Prime Minister aims to bring India ranking on the ease of doing business to 50 from the current ranking of 142 on the World Bank's index, and is working on to simplifying business processes and regulations

According to a DIPP official, a government panel is working on a policy that proposes exempting startups from a 22 federal rules and regulations such as:

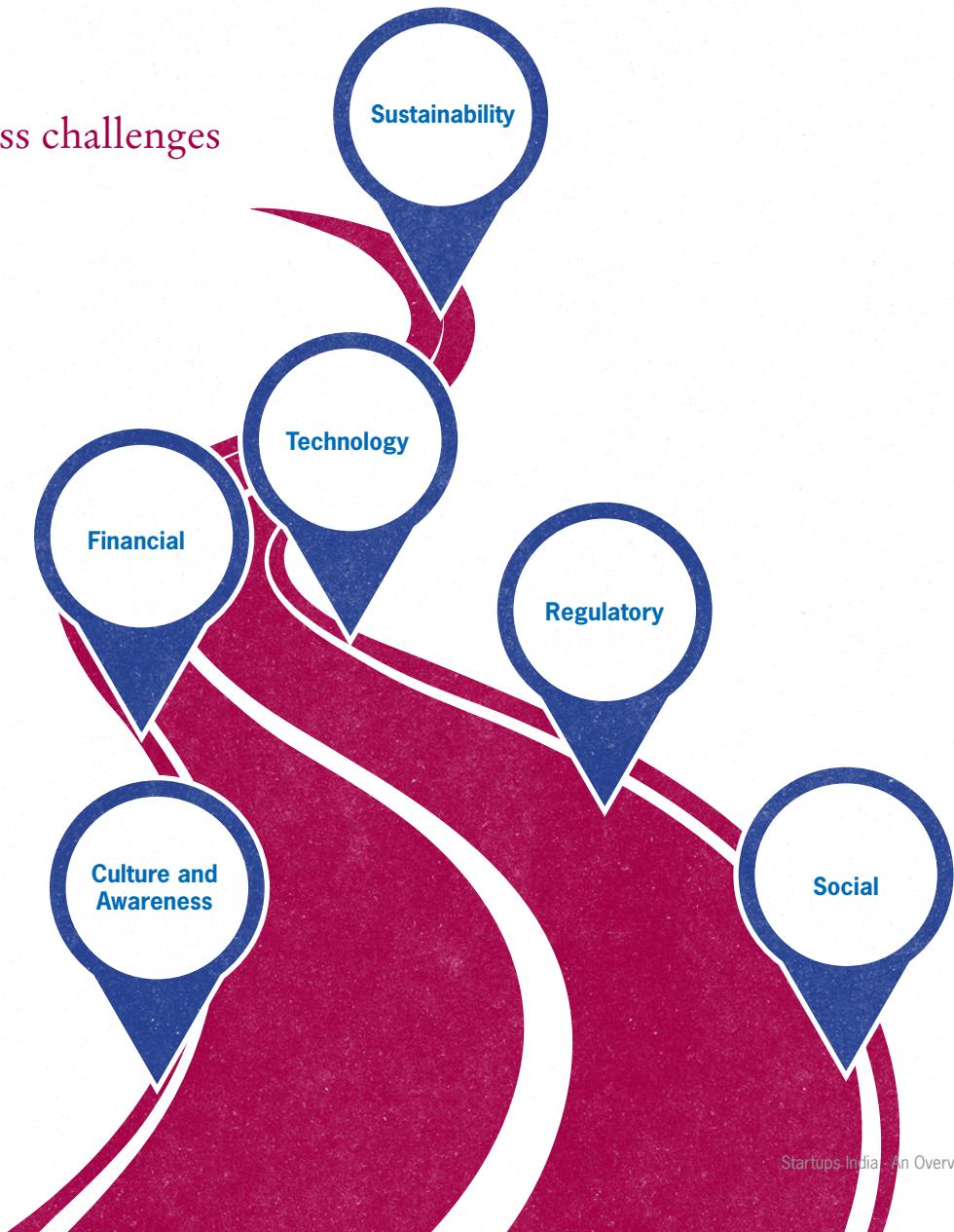
- Proposal includes exemption from company and labour laws until a startup's revenue touches a certain level,
- Certain tax exemptions for a specified period and
- Easing norms for raising capital globally.

4. Challenges

World Bank's Report: Doing Business 2016

- India is ranked 130th out of 189 economies on the ease of doing business, 133rd on the ease of trading across borders and 157th on the ease of paying taxes.
- India is ranked 155th in case of starting a business
- On an average, Indian businesses need to make 33 tax payments annually with around 243 hours spent to prepare and pay taxes in a year
- In contrast, China requires just nine tax payments annually, while the US doesn't trouble its taxpayers more than 11 times annually for tax payments
- Among South Asian economies, India made the biggest improvement in business regulation, increasing its distance to frontier score

a. Startup business challenges



Culture and Awareness

- The Indian culture has conditioned people to look down upon failure. For failures, opinions do come by but encouragement rarely so. Entrepreneurship is often about failing and learning from those failures and starting all over again. People need to start accepting failures and allow second chances.
- Most common questions for anyone to become an entrepreneur
 - What to do: problem related to creating a business idea, finding business opportunity or having a vision
 - Why to do: issues related to reward/incentive analysis, risk evaluation or any other benefits
 - How to do: issues related to legalities and requirements such as clearances, licenses, approvals required. Issues related to resource availability including finances, technology and manpower supply
- Most people think that having a domain name, setting up a website, moving to social media are complex, costly and time consuming
- People are conscious about risk and rewards, and India is referred to as a price sensitive market
- People at large are unaware about how can they contribute to economic growth, generate employment, contribute to social development.

Social Issues

- Mentorship/Guidance: Most founders of failed startups feel that the lack of proper guidance and mentorship is a major reason behind their failure. An important factor behind failures and slow growth of some organisations is the lack of quality mentorship, especially in terms of industry knowledge/support.
- Market structure: Indian markets are largely unorganised and fragmented that create a roadblock for a startup to succeed
- Consumer behaviour: Behaviour of Indian consumer changes in every 30-50km that makes it really difficult for a startup to create business or market strategy for their products or services. Most startups generally get stuck in stagnancy and gradually shut down.
- Location: An important problem faced by startups is related to location of their business. India is a place of varied culture and taste and thus every product might not be welcomed equally in every region.

Technology

- Technology infrastructure
 - Appropriate IT-infrastructure has become a need for Indian businesses given the growing number of consumers online
 - It is absolutely vital for new startups to train their employees for handling critical customer information such as that of credit card numbers and related data
- Cyber security
 - Most startups have a B2B business model. This is where cyber risk may rise as they are not aware of potential risks that might exist for their startup business
 - No back-up plan to keep the startup company running when an accident destroys some key equipment in their data centre.

Financial Issues

- Operational finance:
 - Most startups are self/family funded with limited workforce which makes it difficult to maintain records both financial and operational.
 - Flawed business models and lack of innovative revenue strategies have led to the failure of many startups and they are forced to shut down operations
 - Overcoming unnecessary business steps to manage business operations
- Funding/Capital Deficiencies:
 - Capital and access to capital has been a perennial problem for startups
 - Government and private sector investors have set aside funds through investment channels but they are not available for all forms of business. The biggest problem for such organisations has been to attract investors and gain their trust with regard to their mode of operations
 - In the initial phase of operations, startups do not get funding from banks given no credit history of the firm. In addition, there is limited number of credit rating firms for small and medium sized enterprise.
 - Despite having raised good investments, startups struggle to survive the competition. Startups are unable to mitigate the gap between burn rate and revenue.
- Cash flow management
 - Effective cash management is an important factor to achieve objectives both short term and long term. Cash is still a preferred option for payments owing to the fact that electronic payment has not achieved complete penetration to Tier 2 and Tier 3 cities
 - Gap between burn rate and revenue: Given rising competition from peers both from big as well as small, it becomes imperative for startups to scale up the business and require external funding for the sustainability/growth in the market.
 - Evolution on the basis of funding: Mega funding and mega announcements have become a thing of the past, post consolidation on a large scale across the sector over the last few years. Both the investor and the entrepreneur are now more consciously focussing on innovation, capital efficiency and client/customer satisfaction, a view which is bound to impact the funding scenario hence-forth.

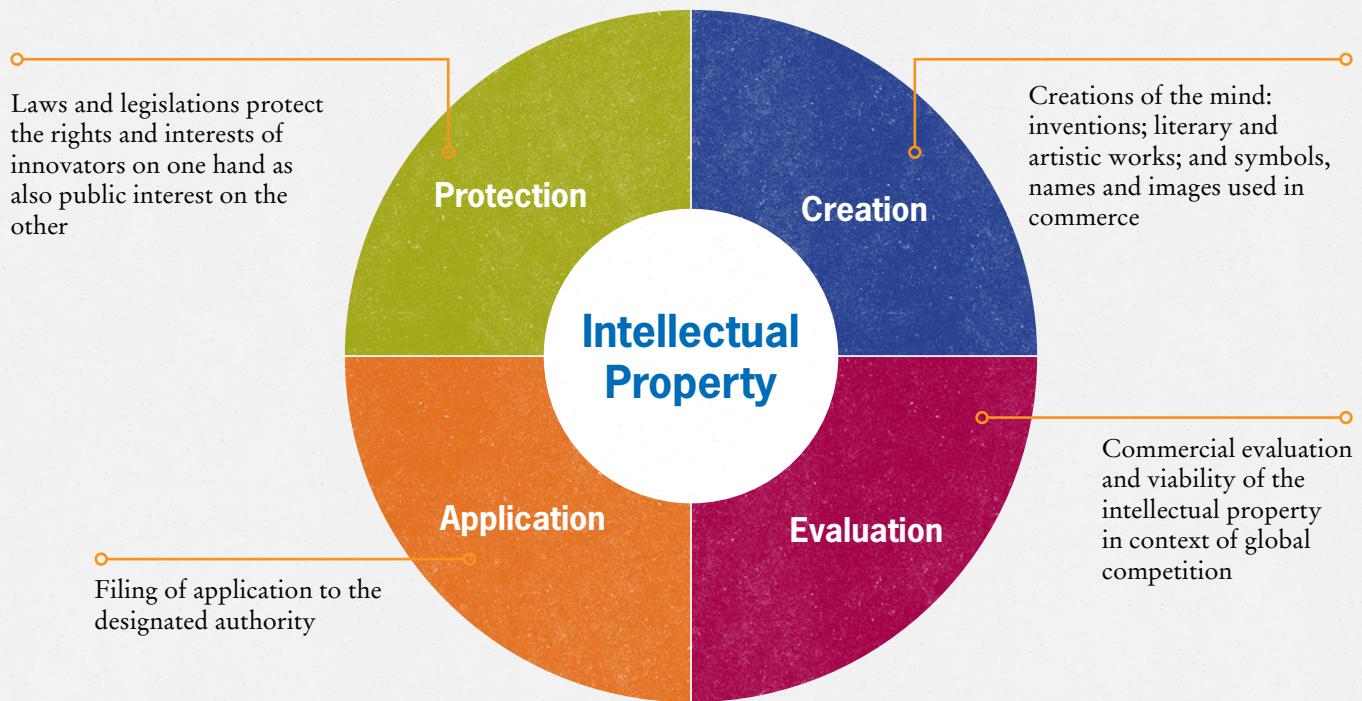
Sustainability Issues

- The level of knowledge that business advisers have about ecological issues and their willingness to discuss this with their clients is important in creating business ventures.
- Lack of information - provision of more information directly to business founders could help in the adoption of more sustainable business practices.
- Not aware of potential that might exist for their startup business.
- Role of public funding in promoting sustainable enterprises is often overlooked.

Regulatory Issues

- Multi window clearances: Budding entrepreneurs have to make multiple trips to government offices to register and seek clearances. Urgent need to scrap multiple regulatory clearances
- Taxation issue:
 - Taxes like octroi, VAT, excise create problems for entrepreneurs while starting up a business. NASSCOM has batted for the exemption of both direct and indirect taxes for all startups in India
 - Taxation is a barrier for technology adoption and proves to be an immense hurdle for budding entrepreneurs
 - With taxation out of the way, startups will be able to stem the cash outflow

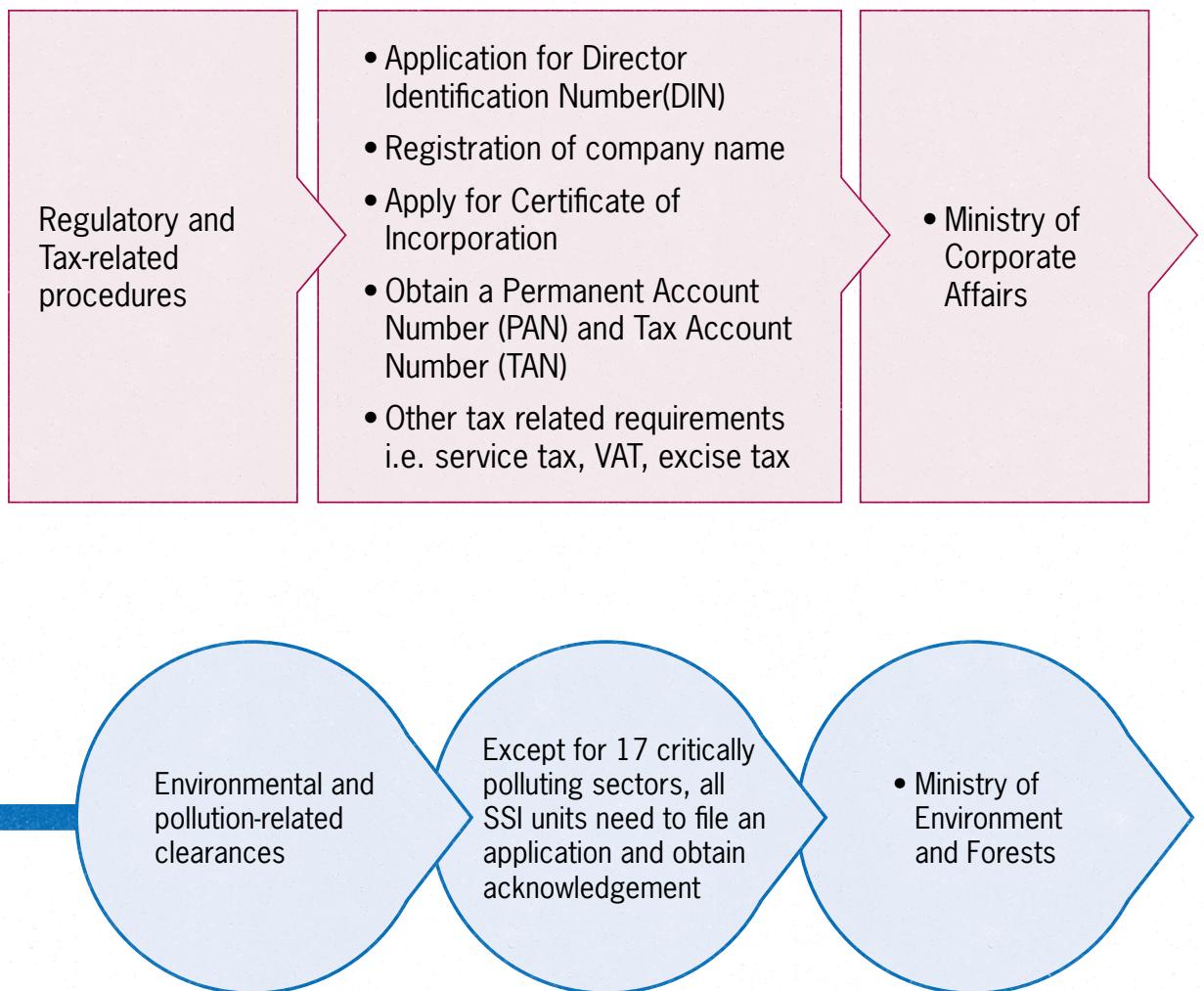
b. IPR management



INDIAN GOVERNMENT INITIATIVES TO PROTECT IPR

<p>India Patents Act 1970 has experienced corrections to adjust to the Trade Related Aspects of Intellectual Property Rights (TRIPS). This has been done to ensure enthusiasm around innovations.</p>	<p>The Department of Electronics and Information Technology (Deity) IPR cell has planned a strong IPR community for startups to accelerate documentation of IPR applications which incorporates licenses, trademarks, copyrights, etc.</p>	<p>Digital India initiative: Indian government's initiative to transform India as an innovation hub by designing Rs. 1.13 crore programs</p>
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5. Procedure for starting a business



Product-specific clearances are required based on the industry sector under which the product falls. Approvals are given by the respective Central/State Ministry/Department.

The process

S.No.	Procedure	Offices involved	Completion time (days)	Cost
1	Apply online for director identification number (DIN) by filing application Form DIN-1	Ministry of Corporate Affairs (MCA)	1	100
2	Obtain online digital signature certificate	MCA	3	1,500
3	Apply and reserve your business name online (Max 6 suggested names)	Registrar of Companies (ROC)	2	500
4	Stamp the company documents (MoA, AoA, Declaration of compliance)	State Treasury (State) or authorised bank	1	1,300 (200 for MOA + 1,000 for AOA for every 500,000 of share capital or part thereof + 100 for stamp paper for declaration Form 1)
5	Apply for the Certificate of Incorporation	MCA and ROC	5	14,133* (Depends on authorised capital)
6	Make a seat (not mandatory)		1	350 (depends on the number of seals required and the time period for delivery)
7	Obtain a Permanent Account Number (PAN)	NSDL/Authorised Agents/ UTI Investors Services Ltd	7	67
8	Obtain a Tax Account Number (TAN)	Income Tax Department	7	57
9	Register with the Office of Inspector, Shops, and Establishment Act	State/Municipal office	2	upto 6,500
10	Register for Value-Added Tax (VAT) at the Commercial Tax Office	State wise	12	5,100
11	Register for Profession Tax	Profession Tax Office (State)	2	No cost
12	Register with Employees' Provident Fund Organisation	EPFO	12	No cost
13	Register for medical insurance	Regional office of the Employees' State Insurance Corporation	9	No cost

There are a number of statutory requirement that a company needs to follow to run a business under various laws such as direct tax, indirect tax, Company Law, Fema, etc..

Direct Tax	Indirect Tax
<p>Income tax is chargeable on taxable income computed in accordance with the provisions of the IT Act. Key direct tax applicable for Corporates are as follows:</p> <ul style="list-style-type: none"> • MAT: It is applicable in cases where the income tax liability, determined under the normal tax provisions, is lower than 18.5% of book profits. • Taxation of dividend: Indian Company paying dividend needs to pay 15% as dividend distribution tax • Taxation on income distributed by way of buy-back of unlisted shares: Tax is levied @ 20% (plus applicable surcharge and cess) on the 'distributed income' paid by unlisted companies to their shareholders via buy-back. • Capital gains tax: Capital gains are generally not taxed at the general corporate tax. Instead, different rates have been specified for the taxation of different kinds of capital gains. • Security Transaction Tax (STT) : Security Transaction Tax (STT) is levied on security transactions that are carried out through a recognised stock exchange in India • Computation of business income: Business income is generally taxable on the net basis i.e. gross income less allowable tax deductions. • Withholding Tax: The IT Act casts an obligation on each taxpayer to withhold tax on specified payments and deposit the same on or before the dates specified in the law. For details regarding tax payment date and filing the return schedule please refer to Appendix 	<p>India has a dual taxation structure, which results in the levy of multiple indirect taxes by the Federal and State government(s). Key indirect taxes applicable are as follows:</p> <ul style="list-style-type: none"> • Customs duty: Federal levy on import of goods into India • Central excise: Federal levy/duty on manufacture/production of goods in India • Service tax: Federal tax leviable on services delivered • R&D cess: Federal cess on import of technology to India • Value Added Tax (VAT): State-based tax on intra-state sales of goods • Central Sales Tax (CST): Federal tax on inter-state sales of goods, administered and controlled by the appropriate State(s) • Entry tax/Octroi: State-based tax on the entry of goods into a State/municipality for use, consumption or sale therein • Other State taxes: Include professional tax, luxury tax, property tax, entertainment tax, etc. • Professional tax: State-based tax leviable on professions, trades, callings and employments • Luxury tax: State-based tax on specified luxuries and certain facilities, services, enjoyment, utilities, etc. • Property tax: Leviable by a government on a person's real or personal property • Entertainment tax: State-based levy on entertainment activities such as cinema, video shows, cable TV operators, amusement, exhibitions, performance, pageant and game/sports and horseraces, etc.

For indicative detail on filings please refer to Appendix

Goods and Service Tax (GST): The Government of India has proposed that the indirect tax regime in India be replaced with a comprehensive dual GST, to be levied concurrently by the Centre (CGST) and the States (SGST). Integrated GST (IGST) is also proposed to be levied, which will replace CST. It aims to tax both goods and services traversing between states. The following key taxes are proposed to be included in GST.

Foreign Exchange Management Act (FEMA): FEMA is a regulatory mechanism that enables the Reserve Bank of India and the Central Government to pass regulations and rules relating to foreign exchange in tune with the Foreign Trade policy of India. In indicative submission details has been highlighted in the Appendix.

Secretarial Compliance: An entity has to comply with a number of regulatory norms, which has been indicated in the Appendix.

6. Deal analysis in startup ecosystem

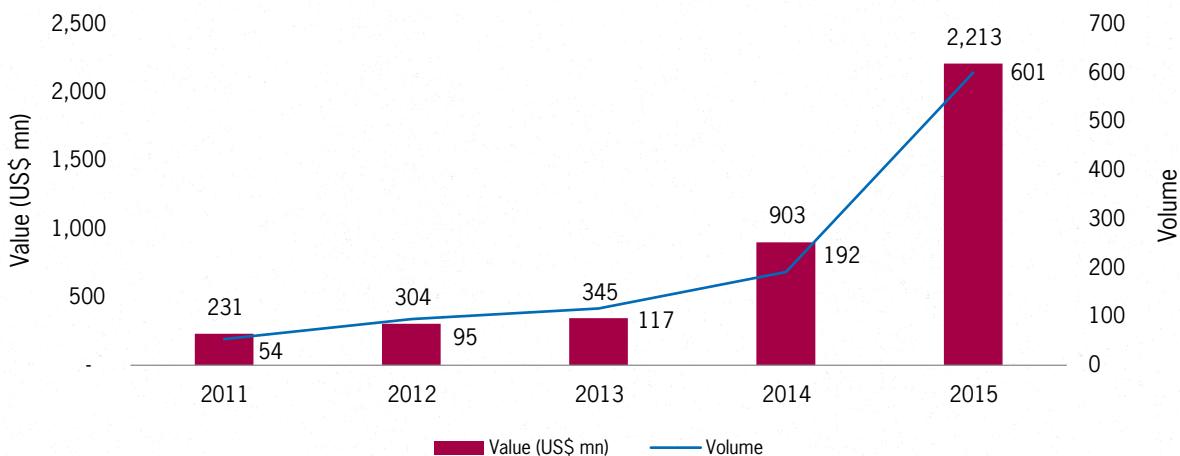
Startup Investment Round up

There has been a flurry of new start-ups and innovations in India in recent years. The Indian start-up ecosystem has evolved, being driven by factors such as growth in number of funds/angels, evolving technology, higher smart phone and social media penetration, growth in incubators and accelerators, younger demographics etc. Recent government initiatives like 'Start up India, Stand up India' India will only result in additional momentum in this space.

2015 witnessed the maximum traction in this space with over 600 companies getting funding; more than US\$ 2 bn being deployed by PE and VC funds. Some of the top deals were Warburg Pincus' investment in Ecom Express, Rocket Internet AG and Goldman Sacs investment in Foodpanda and Tiger Global and SAIF Partners' investment in Little Internet.

Over and above the US\$ 2 bn deals in the start-up space, other top deals in the overall tech space in 2015 include the usual suspects i.e. investment of US\$ 700 mn in Flipkart by Sequoia Capital & Steadview Capital, US\$ 500 mn in Snapdeal by Alibaba, Softbank & others, over US\$ 1100 mn in Olacabs by a group of investors including Tiger Global, Softbank, DST Global etc. Other fairly large transactions include investment in Quikr, Jabong, Grofers, Shopclues, Pepperfry and Oyorooms who have received funding of more than US\$ 100 mn.

Investment momentum in start-ups have increased rapidly over the last five years with investment values increasing at a CAGR of more than 75% between 2011 and 2015 while investment volumes have increased at a CAGR of over 80% in the same period.



Methodology and Disclaimer: The deal data for this report has been sourced from Grant Thornton's Dealtracker report. This report includes views from experts. Please note that the views of the experts are personal and may not necessarily reflect the views of the organisation. The criteria used to define start-ups include: a) The Company should have been incorporated for three or less than three years as at the end of that particular year. b) The Company is a player in a non-traditional service industry c) The Company has received funding only up to Series B.

Deals have been classified by sectors and by funding stages based on certain assumptions, wherever necessary.

In the earlier years start up sectors which were attracting funding was limited to IT and Consumer & Retail. However recently there has been a huge influx of start-ups in other verticals like discovery platforms, payment gateways, hyper local services, e-com logistics, healthcare, food tech, cab aggregators etc. All these in some way or other being allied to the consumer technology sector enabling e-commerce.

Out of the total deals in this period, two start-ups have received funding above US\$ 100 mn each while there have been five startup investments above US\$ 50 mn each. The above US\$ 100 mn transactions have occurred in 2015 which include Warburg Pincus' investment in Ecom Express (US\$ 133 mn) and two rounds of funding (cumulatively US\$ 290 mn) in Foodpanda.com (Pisces EServices Private Limited) by investors like Rocket Internet, Goldman Sacs Falcon Edge and Phenomen Ventures

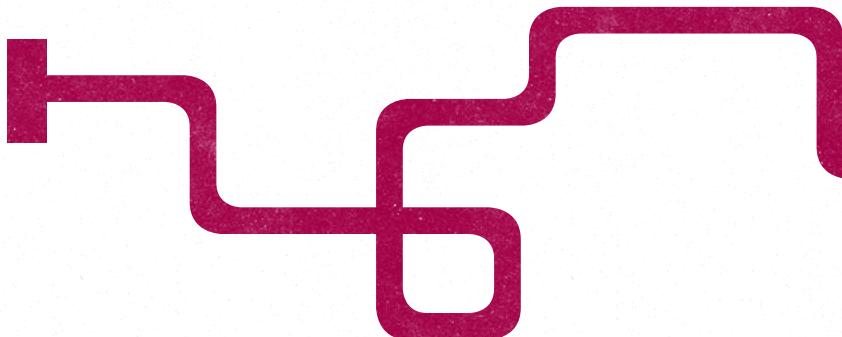
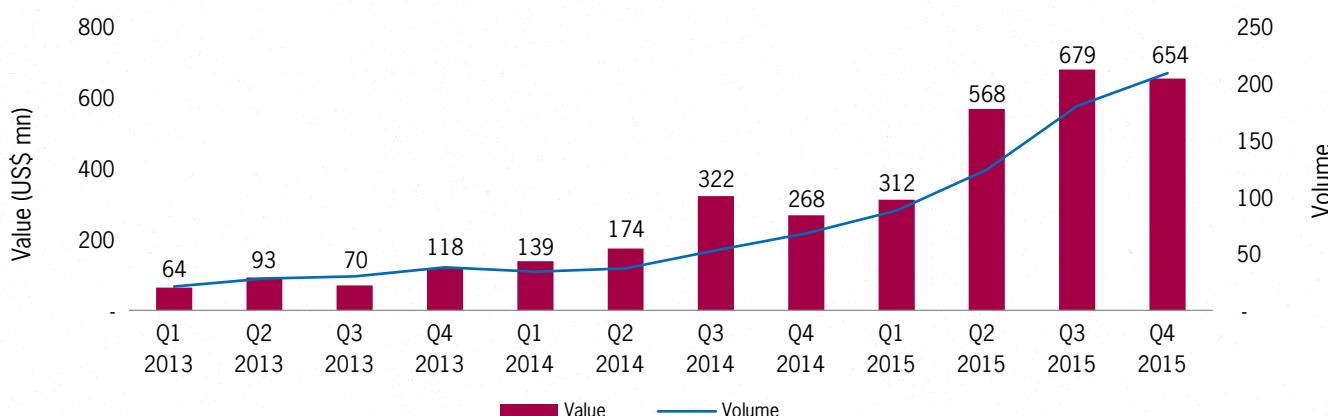
Investments above US\$ 50 mn include popular names like Housing.com (US\$ 90 mn from Softbank), Hike Technologies (US\$ 65 mn from Tiger Global and Bharti Softbank Pte Ltd), Little Internet (US\$ 50 mn from Tiger Global, SAIF Partners and angel investors) and Netmeds (US\$ 50 mn from OrbiMed and MAPE Advisory Group).

According to our criteria, companies which have received investment at funding stages over and above Series B, have not been considered as start-ups. Since transactions at and below Series B funding typically have smaller ticket sizes, the number of high value investments in this period is subdued.

Average investments over the years 2011 to 2015 have been fairly stable ranging from US\$ 3 to 5 mn. Therefore, even though deal volumes seen an extraordinary increase from 2011 to 2015, since the increase has been more pronounced in the seed/angel investments, it hasn't contributed to significant increase in average deal-sizes in start-up investments.

Quarterly Startup Trends

Momentum in startup investments has seen unprecedented increase in 2015, in terms of value and volume. During the period from 2013-2015, both investment values and volumes have maintained a steady CAGR above 20% quarter on quarter.



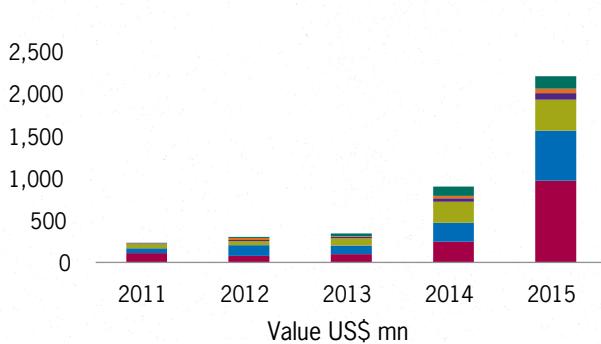
Geographies 2011-2015

The start up ecosystem continues to be concentrated in regions like NCR, Bangalore and Mumbai which together contribute to 87% of total investment value and 84% of total investment volume in 2015.

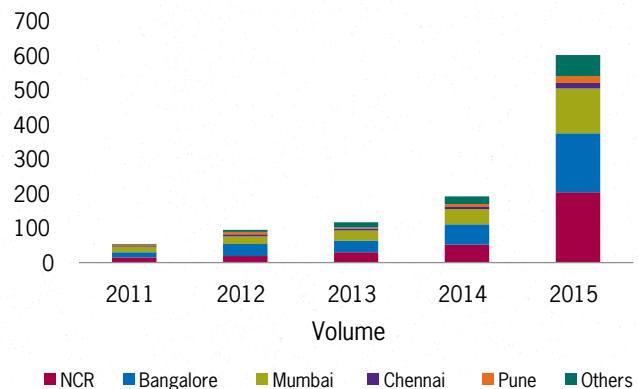
The national capital region (NCR) witnessed the highest investment activity which gradually increased from 15 investments in 2011 to above 200 investments in 2015. As compared to 2014 which witnessed investment activity of US\$ 245 mn (across 52 deals), this year showed a 300% increase with investments of US\$ 972 mn (across 204 deals). Key start-ups that witnessed investments in 2015, in this region include Ecom Express (ECom Logistics), Foodpanda (FoodTech), Peppertap (Hyperlocal), Rivigo (Ecom Logistics) and UrbanClap (On-demand services). NCR contributes to 27 % of the total value and volume of investments in 2014 where as in 2015 NCR contributed to 44 % of the total value and 34% of the total volume of investments.

Investment activities have also been on the rise in the IT hub of the country – Bangalore, where investment values in 2015 have grown by over 160% y-o-y. While the number of transactions have been fairly high (59 deals in 2014 and 171 deals in 2015) investment values have been at US\$ 596 mn due to the absence of any big-ticket investments (above US\$ 100 mn). Key start-ups that attracted investor attention in 2015 from this region include Little Internet (Discovery platform), Portea Medical (Consumer HealthTech), Blackbuck (Ecom Logistics), HouseJoy (On-demand services) and Swiggy (Food Tech). Bangalore contributes to 25 % of the total value and 31% of the total volume of deals in 2014 where as in 2015 Bangalore contributed to 27% of the total value and 28% of the total deal volumes.

Geographic Break-up Values (US\$ mn)



Geographic Break-up Volumes



Mumbai has also seen significant traction in the investment activity in Mumbai where investment volumes grew by almost 200% y-o-y to about 130 investments in 2015. Growth in investment value to US\$ 366 mn in 2015 from US\$ 253 in 2014, however, was not as substantial (45% y-o-y) as growth in volumes. In 2015, the city witnessed much fewer big-ticket transactions compared to the other regions with the top companies like Culture Machine (US\$ 18 mn), TinyOwl (US\$ 16 mn), CredR (US\$ 15 mn), GOQii (US\$ 13 mn) and Coverfox (US\$ 12 mn) receiving investments of less than US\$ 20mn each. Mumbai contributed to 28% of the total value and 23% of the total volume of deals in 2014 where as in 2015 Mumbai contributed to 17 % of the total value and 21% of the total volume of deals

2015 witnessed renewed traction in upcoming regions like Chennai, Pune, Jaipur (Major deals in these geographies across the last five years include Netmeds - Chennai (US\$ 50 mn in 2015), ZoRooms - Jodhpur (US\$ 30 mn in 2014), VeloCloud - Chennai (US\$ 21mn in 2014), Allygrow – Pune (US\$ 20 mn in 2015) and Arkin Net Inc- Pune (US\$ 15 mn in 2015).

Top 10 Startup Deals: 2011 - 2015

Year	City	Investor	Investee	Startup Sector	Startup Sub Sector	Deal value (in US\$ mn)
2015	Gurgaon	Warburg Pincus	Ecom Express Pvt Ltd	Logistics	Ecom Logistics	132.70
2015	Gurgaon	Unnamed investors and Rocket Internet AG	Pisces EServices Private Limited - Foodpanda.com	Consumer	Food Tech	110.00
2015	Gurgaon	Rocket Internet and Goldman Sachs	Pisces EServices Private Limited - Foodpanda.com	Consumer	Food Tech	100.00
2014	Mumbai	SoftBank Corp	Housing.com - Locon Solutions Private Limited	Consumer	Real Estate	90.00
2014	Kanpur	Tiger Global and Bharti Softbank Holdings Pte. Ltd.	Hike Technologies Private Limited	Consumer	Apps and Tech	65.00
2014	Gurgaon	Falcon Edge Capital and Rocket Internet AG	Pisces EServices Private Limited - Foodpanda.com	Consumer	Food Tech	60.00
2015	Bangalore	Tiger Global and SAIF Partners & Angel investors	Little Internet Pvt Ltd -Little	Consumer	Discovery platforms	50.00
2015	Chennai	OrbiMed and MAPE Advisory Group	Net-Meds Marketplace Pvt Ltd- Netmeds.com	Health	Consumer Health Tech	50.00
2011	Bangalore	Intel Capital,Canaan Partners, Soota and other founders	Happiest Minds Technologies Pvt Ltd	Enterprise Infrastructure	Data Analytics, Management and Infrastructure	45.0
2011	Gurgaon	Norwest Venture Partners, Intel Capital, Sequoia Capital India, Nokia Growth	FashionAndYou - Smile Group	Consumer	Retail	40.0

Top 10 Startup Deals: 2015

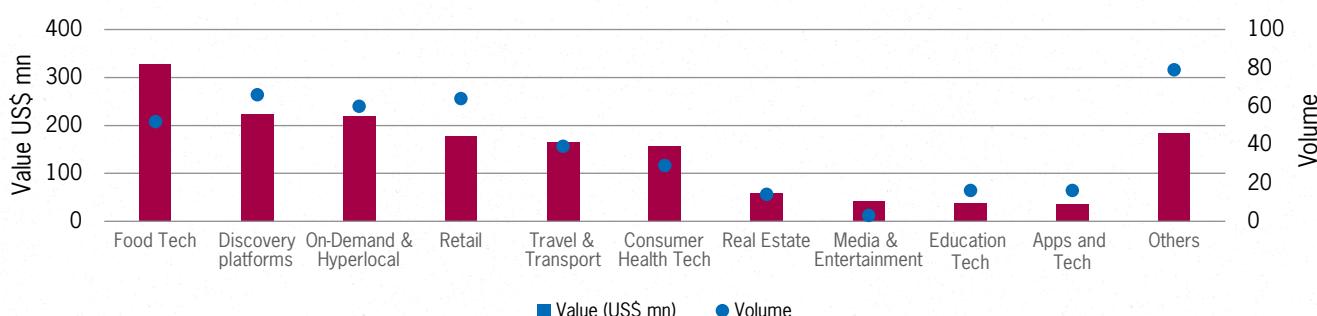
Investor	Investee	City	B2B/B2C	Startup Sector	Startup Sub Sector	Investment Value in US\$ mn
Warburg Pincus	Ecom Express Pvt Ltd	Gurgaon	B2B	Logistics	Ecom Logistics	132.70
Unnamed investors and Rocket Internet AG	Pisces EServices Private Limited - Foodpanda.com	Gurgaon	B2C	Consumer	Food Tech	110.00
Rocket Internet and Goldman Sachs	Pisces EServices Private Limited - Foodpanda.com	Gurgaon	B2C	Consumer	Food Tech	100.00
Tiger Global and SAIF Partners & Angel investors	Little Internet Pvt Ltd -Little	Bangalore	B2C	Consumer	Discovery platforms	50.00
OrbiMed and MAPE Advisory Group	Net-Meds Marketplace Pvt Ltd- Netmeds.com	Chennai	B2C	Health	Consumer Health Tech	50.00
Accel Partners, International Finance Corp, Qualcomm Ventures and Ventureast	Portea Medical Pvt. Ltd.	Bangalore	B2C	Health	Consumer Health Tech	37.50
Snapdeal, Sequoia India, SAIF Partners, Ru-net, JAFCO, and BeeNext	Nuvo Logistics Pvt Ltd - Peppertap	Gurgaon	B2C	Consumer	Hyperlocal Delivery	36.00
Tiger Global, Orios Venture Partners.	Zostel Hospitality Pvt Ltd- Zo Rooms	Jodhpur	B2C	Consumer	Travel & Transport	30.00
SAIF Partners	TrucksFirst Services Pvt Ltd- Rivigo	Gurgaon	B2B	Logistics	Ecom Logistics	30.00
SAIF Partner, Accel Partners and Bessemer Venture Partners	UrbanClap Technologies India Pvt	Delhi	B2C	Consumer	On-demand services	25.00

Start-up Year 2015: Unprecedented Deal Activity

2015 ended on a high-note with start-ups driving investment activity in the PE space. Of the total 1049 investments in 2015 in PE/VC space, more than 50% was driven by start-up activity compared to 2014 where start-ups contributed to only 32% of the overall investment activity. The year kicked off on a relatively slower pace but around Q2-2015, investment activity (volume) increased substantially by around 200% and sustained this pace throughout the year.

Investors showed significant interest in B2C start-ups in 2015 which was driven by higher smart phone & internet penetration, customer convenience, ability of e-comm companies to offer competitive pricing because of elimination of middle men etc. More than 400 numbers of start-ups/investments received a cumulative funding of US\$ 1.6 bn

B2C: Startup Verticals



B2C verticals that have had the maximum traction are food tech, on demand & hyperlocal services, discovery platforms and retail and accounted for around 50% of the total investment flow in the consumer start up space in 2015.

Foodtech: Transactions in foodtech was dominated primarily by Foodpanda (restaurant aggregator) which had two back to back rounds of funding (cumulatively US\$ 210 mn) in 2015.

Several food tech companies (which were startups) like Tinyowl, Zomato, Dazo, Spoonjoy etc. had to downsize in 2015 which brings concerns over sustainability and scalability of such companies going forward.

Ondemand & Hyperlocal services -There were about 64 companies in the on demand/hyperlocal vertical which got investments amounting to more than US\$ 200 mn. Some of the top deals in this space include Peppertap, Urbanclap, Housejoy, and Opinio which accounted for around 50% of the total investment value. This segment is attracting increased focus with even Mr. Ratan Tata showing interest in this space with his recent investment in Urbanclap.

India's top e-commerce firms like Snapdeal, Flipkart, Paytm are preparing for entry into the hyperlocal delivery space which will significantly impact the smaller players in this space.

Discovery Platforms: In 2015, this space has seen significant investment activity of over US\$ 200 mn spread across 66 investments. This segment primarily helps users identify buyers and sellers of various products and services. Key investments in this segment include Little Internet, Droom and Roposo which accounted for over 36% of total investments in 2015.

In the B2C space one will also need to watch out for the ambiguity around FDI & tax laws and its impact going forward Focus in the consumer space will shift to scalability, profitability, operational metrics, cost of consumer acquisition etc.

M&A Activity continues to rise in this space in 2015 with Alibaba acquiring stake in Paytm, OlaCab's acquisition of TaxiFor sure, Jasper's acquisition of Freecharge.com, Zomato's acquisition of IAC-Urbanspoon etc.

The B2B segment witnessed increased activity in key verticals like Logistics, Enterprise Applications and Enterprise Infrastructure.

Funding Patterns

The general trend is that the seed/angel rounds are getting bigger year after year, and large Series A is becoming more common. Investors are willing to fund companies with no revenue but they should have users and traction. While companies are attracting angel and series A at pre revenue stage, series B gets tougher as only few business models will continue to show the ability to execute and scale up. There will be serious concerns of raising additional rounds of funding beyond Series A & B if the fundamentals are not in place which will ultimately lead to consolidation, shut down and retrenchment.

Of the total 600 starts up in 2015, more than 450 have received seed/angel funding and the others have received either series A/Series B.

Not many startups get more than US\$ 50 mn (up to the Series B funding) investment in India, in 2015, only 4 startup companies (Foodpanda, Ecomexpress, Little Internet, Netmeds) have received a funding above US\$ 50 mn.

We observed angel/seed rounds to be as low as US\$ 10000 and they went up to US\$ 5-6 mn. Series A ranges between US\$ 1 mn and US\$ 50 mn while Series B ranges between US\$ 3 mn to more than US\$ 100 mn.

Top investors 2011-2015

Investors such as Accel Partners, Blume Ventures, Tiger Global, Kaalari Capital, SAIF Partners, Sequoia Capital, IDG Ventures, Helion Ventures, Kae Capital, Nexus Ventures and the Indian Angel and Mumbai Angel Network dominate the start-up investment space.

Growing interest in India globally has led to foreign companies and funds like Tiger Global (New York), DST Global (Russia), Alibaba (China), Softbank (Japan) deploying funds to the new generation entrepreneurs.

Last couple of years saw a new class of investors which were attracted to this asset class. Corporate honchos like Mr. Ratan Tata's, Mr. Narayananurthy and Mr. Aziz Premji's interest in the consumer tech space is very encouraging and benefitting, as firstly it lends the much needed credibility to a start-up business for it to not just attract other investors but it also strengthens their customer and vendor relationships. Corporate czars are expected to have a long term horizon for their start-up investments which will give the companies the required space and opportunity to grow without undue pressure on early exits. Corporate houses Companies are now setting aside funds to invest in high-risk, early-stage tech start-ups like Reliance, Wipro, Infosys, RPG, Jindal etc. are setting up their own venture capital arm. Another key reason for this interest by large corporates and corporate honchos is to engage with start-ups in different sectors to identify innovative work, technology and ideas.

Also successful start-up entrepreneurs like Snapdeal's Kunal Bahl and Rohit Bansal, Flipkart's Sachin Bansal and Binny Bansal are playing angel investors; they bring valuable experience & network apart from the financial support to the start-up community.

7. Overview - Startup India - the next big theme for economic growth

	2015	2025		
Total no. of Start (-)	10,000	1,00,000		
Employment generation ('000)	n/a	3,500		
Expected contribution (US\$ b)	n/a	500		
Global startup ranking	3rd (Behind the US and the UK)	Aims to be No. 1		
Driving factors	<ul style="list-style-type: none"> An emerging economy Young population Easing FDI norms 	<ul style="list-style-type: none"> Growing middle class Rise in discretionary spending Focus on standard of living 	<ul style="list-style-type: none"> Increasing internet users Urbanisation Increasing domestic consumption 	
Challenges for startups	<ul style="list-style-type: none"> Lack of awareness Multiple clearance requirement Multi-tax existence (Octroi, VAT, Excise, ST etc.) 	<ul style="list-style-type: none"> Unorganised market Infrastructure in Tier II & III cities Lack of early stage funding Lack of mentoring 	<ul style="list-style-type: none"> Stringent Exit policies Ease of doing business Corruption/red tape Technological risk 	
Government Initiatives (including upcoming)	<ul style="list-style-type: none"> Startup Ecosystem Digital India Online clearance portal 	<ul style="list-style-type: none"> Tax exemption MUDRA Bank India Aspiration Fund 	<ul style="list-style-type: none"> Easing fund raising Other funding initiatives Setting of SETU 	<ul style="list-style-type: none"> Focused sectors Awareness initiatives Setting up incubators

Key steps proposed to change the dynamics for the startup space



Startup – Key Steps

- Define a Startup
- Offer tax concessions
- Introduce policy measures to improve operating environment
- Infrastructure support
- Financial support
- List of checks and balances with easy accessibility of resources
- Address practical issues pertaining to running a business (inspector raj etc.)
- Regulatory hurdle management
- Simple and transparent systems
- Support and promote creativity and innovation
- Incubator support
- Mentoring

8. Industry speak

Government launched initiative that is conducive for startups or there is need for a new initiative:

"I am not sure much about startup initiative by government but I feel there is a need for training for budding entrepreneurs. I could not find any initiative from government which offers basic knowledge of entrepreneurship, about policies of government, finance, taxations, compliance and jargons used in industry."

— Amit Gupta, CEO, NCR Eduservices Pvt. Ltd

"Subsidy reforms (JAAM trinity), campaigns such as Digital India, Make in India, setting up of the National Skill Development Corporation (NSDC) and the more recent 'fund the unfunded initiatives of Startup India, Standup India' are great initiatives that will go a long way in creation of a larger customer base, improve vocational skill sets, promote digital adoption and provide accessible capital to boost our startup Eco System. Startups could benefit with tax reforms and exemptions, simpler business licensing and single a transparent regulator to meet their needs."

— Rashmi Gupsey, Principal (Legal), Lightbox India Advisors Private Limited

"The 'Make in India' initiative has laid renewed new emphasis on the core sector and on fostering true innovation. Probably, the government could work in tandem with startups on projects which might be beneficial to both parties."

— Kae Capital

"An initiative was in the form of launching the 'India Aspiration Fund' - a Fund of Funds vehicle to provide capital to the startup ecosystem. Another encouraging change has been the automatic route for FDI allowed to AIF 1 vehicles, which will enable an easier flow of foreign money into the startups. The government has shown the intent to make the processes less cumbersome. Prime Minister Narendra Modi seems to be directly involved in the same - initiatives such as Startup India and Make in India show that the PMO is taking an active interest in the same."

— Vikram Gupta, Managing Partner, IvyCap Ventures

"The Modi Government has rolled up its sleeves to make INDIA stand out in this booming startup world, though late but definitely they are doing there bit. The upcoming Startup INDIA initiative is a live example with investors, founders and stakeholders flying down for the event. However, government should see its role as a catalyst of change and not a driver of change. It should look at create an enabling environment that creates an ecosystem of taking risks rather than averting risks. The iCreate institution by Government of Gujarat is doing wonderful job by incubating many startups at its centre and assisting lot others by its mentoring programmes."

— Vinay Jain, Co-Founder, FabStorey.com

"Too early to make a judgement here. Initiatives are just about getting started."

— Arvind Pani, Reverie Language Technologies Pvt. Ltd

"This year government is launching its ambitious Startup India initiative which is a clear indication that government is recognising the importance of startups."

— Adarsh Somashekhar, Director, Ovum Hospitals

"Over the last few years, the startup industry has witnessed a huge growth in the country. The Prime Minister's Startup India campaign is a great initiative to boost entrepreneurship in India. This initiative will play a very important role in further facilitating startups and provide a new dimension to entrepreneurship in the country. In order to create an environment that is conducive for growth of startups, the government should enable of regulatory compliance in the country. Single door for all the regulatory requirements will ease a lot."

— Vikas Jain, TheCabwala.com

"The startup environment boom is limited to two locations – Bangalore and Gurgaon. This should spread out. The government can encourage this by having startup events organised in other large cities of India such as Pune, Jaipur, Cochin, Kolkata, Lucknow etc. This will provide exposure to local entrepreneurs. The startup environment boom is also limited mostly to consumer technology and there is enough venture capital funds chasing them. This boom again should spread out. This can be done by instituting startup awards in some sectors such as Medtech and Biotech. Also National Centres of Excellence should have startup incubators for these specific segments."

— Fresh Menu

“

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“Startup ecosystems around the world are in different stages - early, developing and developed. India already has a startup ecosystem with two amazing features - tremendous potential because of market size and lack of developed services and rapid increase in people attempting startups. Initiatives of the government should be to ease people's effort to launch startups from their ideas. For this the most important aspects are the following:

- a. Ease of starting, selling and shutting down of business
- b. Easy availability of seed capital

Initiatives such as THub and Startup Village are commendable. Government's efforts to make available seed capital to startups from IIT students has resulted in spawning a number of successful startups - this can be made available to a wider section of deserving population. Kerala government (KSSEDM) and Karnataka government, as I know have made some attempts in similar lines. The steps have been lauded. However, there is a need to make an extra effort to obtain good utilisation of the money reserved for these activities.”

— Shameel Abdulla, Co-founder & CEO, Jiffstore

Impact of ease of doing business strategy initiated by the government last year:

“While it may take some time for the changes to permeate in the system, I think the more immediate changes can be experienced by the startups. Today, even the processes for formation and winding up of companies are quite tedious. The government seems to be actively working out measures to address these gaps. It may take a while for these efforts to bear fruit, but the intent is there in the right direction. Excessive and long-drawn processes is a known flaw in the Indian system, so yes I believe that the focus on ease of doing business will impact all parties positively.”

— Vikram Gupta, Managing Partner, IvyCap Ventures

“Now online filing of business tax, services tax, TDS submission, PF and ESIS makes things quite easy for us, otherwise it is a very tough job to do it offline.”

— Amit Gupta, CEO, NCR Eduservices Pvt. Ltd

“We believe that the Ease of Doing Business initiative by the government to improve the business conditions over the long term and this is something we are very optimistic about. But it would be very difficult to judge the impact of this program over the short term.”

— Kae Capital

“While it may take some time for the changes to permeate in the system, I think the more immediate changes can be experienced by the startups. Today, even the processes for formation and winding up of companies are quite tedious. The government seems to be actively working out measures to address these gaps. It may take a while for these efforts to bear fruit, but the intent is there in the right direction. Excessive and long-drawn processes is a known flaw in the Indian system, so yes I believe that the focus on ease of doing business will impact all parties positively.”

— Vikram Gupta, Managing Partner, IvyCap Ventures

“The general ease of doing business in India is not yet in place. The pace at which startups operate is very fast whereas government processes are lengthy and often take a long time for clearance formalities and paperwork. Government should address challenges faced by startup companies and set up proper compliance and redressal forums for addressing these issues. There should be an easy and hassle free way to wind up and exit. The burdens of forming a company and meeting our regulatory requirements did affect our pace in certain manner which should be really looked upon by government with a simple and single window clearance system.”

— Vinay Jain, Co-Founder, FabStorey.com

“Not in a noticeable fashion. Now also it is a popular advice in Bangalore to register company in the US if some one is starting a tech company.”

— Shameel Abdulla, Co-founder & CEO, Jiffstore

Challenges faced by startups in India

"Unclear taxation policy is the biggest challenge. We have been adversely impacted due to lack of clarity on VAT and service tax applicability, especially for software product and SaaS related areas. The payment of advance tax is a challenge as it is difficult to predict revenue patterns with accuracy in startups. Lack of availability of quality funds for early stage startups, especially the ones seeking seed money is another challenge. The quantum of income tax (30 percent) is a burden for startups that are still working to get their business/revenue models and predictability isn't there into the projections. Income tax for startups could be a lower slab (about 10 percent) flat for a certain period of time before the startup matures. Lack of lucrative exits, especially by global companies trying to acquire Indian companies remains a challenge."

— Arvind Pani, Reverie Language Technologies Pvt. Ltd.

"Lack of knowledge continues to be the biggest challenge. Every other day we get to know one or the other government policy; there is no one to guide or mentor startups. There are couple of issues related to compliance."

— Amit Gupta, CEO, NCR Eduservices Pvt. Ltd

"Hiring and retaining high quality talent, especially in the areas of product and technology remains a key challenge. Infrastructure challenges that get in the way of both day-to-day execution, as well in terms of providing great customer experiences digitally (e.g. low bandwidth, low penetration of digital payments, etc.) While there has been a massive expansion in the VC funding ecosystem (10x growth from 2013 to 2015), I still feel not much risk capital is available for startups innovating in terms of core technology or India-specific problems without any global parallels. The regulatory requirements in terms of documentation (during closing of fundraises as well as filings on an ongoing basis) are too onerous and take a significant amount of time for management teams. Having been a venture capitalist both in the U.S. and in India, I can definitely see it being much harder here."

— Nitin Sharma, Principal & Founding member, Lightbox India Advisors Private Limited

"Unavailability of local capital, regulatory and tax uncertainty, lack of reforms keeping pace with the fast evolving market changes and red tape are some of the challenges."

— Rashmi Gupsey, Principal (Legal), Lightbox India Advisors Private Limited

"It varies across industries and sectors. They can range from fund raising to finding product market fit to differentiation from competitors to achieving scale."

— Kae Capital

The challenges faced by the startups are manifold, some of which are listed below:

- Lack of adequate mentoring/guidance. Access to capital - While the amount of capital available for startups have increased, the number of startups coming up have increased by a much larger multiple
- An education system conducive to preparing/supporting budding entrepreneurs
- Long drawn processes - though the indications are there that these are being addressed
- Access to the right human resources - due to lack of network connects, resources and societal constraints (though this is changing rapidly)
- Still largely unproven India exit story"

— Vikram Gupta, Managing Partner, IvyCap Ventures

"The biggest challenges are multiple corporate related statutory requirements. Either government should give a waiver of 12 months for a very small company to file various filings or make it extremely simple for the first 12-24 months – much like the Sahaj form in Income Tax."

— Fresh Menu

"The next things which most of the startups struggle is on availability of loans. Easy availability of loans across the country by banks and other financial institutions will help."

— Vikas Jain, TheCabwala.com

"Indian startups face its own set of challenges seeing the cultural and social diversity of the country which at the same time provides some stellar opportunities. The major problems faced by startups can be summed up as:

- Lack of Mentorship: A right idea is beginning but to nurture and grow it into a product is challenging thing and every startup needs right mentorship at this time. A well-funded startup, might find mentor in there investors but otherwise finding right mentor becomes an uphill task.
- Right Talent Acquisition: Getting right talent is lifeline for any company be it a startup or any corporate giant. Hiring becomes real difficult while starting up as the startup is not able to match up the salaries being offered by larger companies. Also, job seekers are reluctant to join startup seeing the unsteady nature of it.
- Infrastructure deficit: Being a home to 125 crore people, India is a huge market but owing to lack of infrastructure startups are not able to penetrate in rural areas, be it because of roads or internet or electricity or telecom penetration.
- Availability of funding to scale up: Money is an important ingredient for almost everything including a startup and getting it handful at right time is important. With 95 percent of funding in INDIA coming from overseas it is yet not so stress-free to get money even the product is worth it."

— Vinay Jain, Co-Founder, FabStorey.com

"Many approvals needed – these are time consuming and delay launch of services. Failure to look at hospital industry on par with manufacturing industries is another challenge. We have to pay commercial charges for electricity with no rebate. Patients are exempted from service tax, as the medical services are excluded. But hospital has to pay service taxes for rental space leading to additional burden of 14.5 percent (rent will be 15 percent of total expenses). No tax rebates for Health startups unlike tech companies is a hurdle. There should be incentives if health care startups set up services in under-privileged and rural areas."

— Adarsh Somashekhar, Director, Ovum Hospitals

"a) Ease of starting, selling and shutting down of business, b) Easy availability of seed capital, c) Relevant mentorship as education system is far behind in aiding entrepreneurship"

— Shameel Abdulla, Co-founder & CEO, Jiffstore

Factors that will drive M&A environment in India over the next 2-3 years

"Ease of acquisition process and procedural/statutory formalities that could encourage acquisitions by companies not based in India but trying to acquire Indian companies."

— Arvind Pani, Reverie Language Technologies Pvt. Ltd.

"Availability of collateral free loans/equity and reduced rate of interest since health is a priority sector with a longer payment window (7 to 10 years) rather than the existing 3 to 5 years."

— Adarsh Somashekhar, Director, Ovum Hospitals

"As per my opinion if we can give startups an incubation period for some time, relaxation of some policies (if possible) so entrepreneurs can focus only on business."

— Amit Gupta, CEO, NCR Eduservices Pvt. Ltd

"I think there are two aspects to this: domestic M&A and foreign inbound M&A. For the latter, one of the challenges historically has been around the lack of discovery compared to ecosystems like Israel; however, several platforms and industry bodies such as ISPIR or Nasscom are now far more active in showcasing Indian startups to corporates abroad, and creating the right networking avenues. This is especially key to increase visibility for our product startups (beyond IT services) many of whom are operating with world-class quality and user experiences. Secondly, greater clarity around the tax policy would definitely help. We have seen that measures such as retroactive taxation can severely dent the confidence of foreign acquirers. The current government is doing some laudable work simplify investment procedures, but there's a long way to go. Third, I think labour market reforms in general will also give far more comfort since most scaled businesses in India will involve thousands of employees."

— Nitin Sharma, Principal & Founding member, Lightbox India Advisors Private Limited

"We've always seen the trend of M&As and think that this tends to happen in markets which are in the consolidation phase. Case in points being the acquisition of redBus, Myntra, Taxi For Sure, Qickwell, CommonFloor, and we expect this trend to continue in 2016 and into the future too."

— Kae Capital

"Allow an easier flow of foreign capital into India. Maybe a re-look at the period for which STCG tax is applicable. Increased acquisition by Unicorns is a going trend, can improve further. Improved strategic buy-outs/synergistic acquisitions and acquisition for talent is another upcoming trend."

— Vikram Gupta, Managing Partner, IvyCap Ventures

"The government must help startups promote themselves, not just in India but across the globe, as well as create policies that are startup friendly so that Indian startups get a major boost and they can further create better employment opportunities for the youth of the nation."

— Vikas Jain, TheCabwala.com

- a. "The Government can look for providing 1-3 years of tax and compliance holiday for investors, venture capitalist and foreign funds.
- b. Government should also look into Automatic FDI route for E-commerce sector, which is otherwise creating difficulties for startups to raise funds and many of them have to put up there notional offices outside the country.
- c. The government should invest in building startup incubators and provide easy access to various other resources that a new business needs when starting out.
- d. Relaxed taxation policies, faster regulatory approvals, an increase in infrastructural support are some of the immediate measures that the government must address. Given these sops, it is only a matter of time and India will catapult into the league of best startup countries of the world."
- e. Lastly, even before the launch of Startup India, it must be clear that the criteria's and parameters are different in startup environment. It is not essential to exponentially grow the number of startups instead to identify the high potentials one in strategic areas and assist them in scaling up and scripting a fab-story by providing right infrastructure support. "Even one success can have a surprisingly stimulating effect on an entrepreneurship ecosystem," writes Daniel Isenberg in the Harvard Business Review, coining this effect the 'law of small numbers'."

— Vinay Jain, Co-Founder, FabStorey.com

"a) Ease of laws regarding transfer of legal entity, assets, IP, b) Awareness, ease, speed of IP filing, c) Avenues to facilitate strategic partnerships and mergers"

— Shameel Abdulla, Co-founder & CEO, Jiffstore

9. Appendix

Indian Company (Direct Tax Filing Dates)

January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 07.** Last date for withholding tax payment for the month of December
15. Last date for filing withholding tax return for the third quarter
30. Last date for furnishing withholding tax certificate to the payee for 3rd quarter

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

- 07.** Last date for withholding tax payment for the month of January

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- 07.** Last date for withholding tax payment for the month of February
15. Last date for advance tax payment for the fourth quarter

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- 30.** Last date for withholding tax payment for the month of March

May						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- 07.** Last date for withholding tax payment for the month of April
15. Last date for filing withholding tax return for the fourth quarter
30. Last date for furnishing withholding tax certificate to the payee for the 4th quarter
31. Last date for furnishing withholding tax certificate to the employee in Form 16

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- 07.** Last date for withholding tax payment for the month of May
15. Last date for advance tax payment for the first quarter

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

07. Last date for withholding tax payment for the month of June
 15. Last date for filing withholding tax return for the first quarter
 30. Last date for furnishing withholding tax certificate to the payee for the first quarter

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

07. Last date for withholding tax payment for the month of July

September						
S	M	T	W	T	F	S
1			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

07. Last date for withholding tax payment for the month of August
 15. Last date for advance tax payment for the second quarter
 30. Last date for filing Income tax return if the company is not required to submit a report u/s 92E

October						
S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

07. Last date for withholding tax payment for the month of September
 15. Last date for filing withholding tax return for the second quarter
 30. Last date for furnishing withholding tax certificate to the payee for the second quarter

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

06. Last deposit date for TDS for the month of October
 07. Last date for withholding tax payment for the month of October
 30. Last date for filing Income tax return if the company is required to submit a report u/s 92E

December						
S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

07. Last date for withholding tax payment for the month of November
 15. Last date for advance tax payment for the third quarter

Indian Company (Indirect Tax Filing Dates)

January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

06. Last deposit date for Service Tax for the month of December

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

06. Last deposit date for Service Tax for the month of January

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

06. Last deposit date for Service Tax for the month of February

31. Last deposit date for Service Tax for the month of March

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

24. Last date for filing return for Service tax for the period October - March

May						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

06. Last deposit date for Service Tax for the month of April

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

05. Last deposit date for Service Tax for the month of May

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

06. Last deposit date for Service Tax for the month of June

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

06. Last deposit date for Service Tax for the month of July

September						
S	M	T	W	T	F	S
1		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

04. Last deposit date for Service Tax for the month of August

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

06. Last deposit date for Service Tax for the month of September

23. Last date for filing return for Service tax for April - Sep

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

04. Last deposit date for Service Tax for the month of November

Compliance requirements for Indian Indirect taxes (Indirect tax compliances are state specific and these are indicative parameters)

S. No.	Legislation	Registration		Tax payment and Return filing		Tax payment		
		Application for Registration	Timeline for Registration	Periodicity of filing	Due date of filing	Periodicity of Payment	Due date of payment of tax	E Payment
1	VAT	Within 30 days of following (whichever is earlier): a. Annual Taxable turnover exceeds Rs 5 Lakhs b. Inter-state sale/purchase or import/export of goods However, a dealer may voluntarily register himself from inception if he anticipates that the taxable turnover is likely to exceed Rs 5 Lacs	2-3 Weeks from submission of application	Quarterly	Hard copy return within one month from end of the quarter	Monthly	By 15th of the following month	No
2	Central Sales Tax	Within 30 days of Inter-state sale/purchase of goods (Please note that there is no basic exemption limit)	Same as VAT	Quarterly	Hard copy return within one month from end of the quarter	Monthly	By 15th of the following month	No
3	Service Tax	Within 30 days from the date when turnover of taxable services exceeds INR 900,000. Alternatively, he may voluntarily register himself with the authorities from inception. Please note that online application for registration needs to be submitted	1-2 Weeks from submission of application 4-5 Weeks in case of centralised registration	Half-yearly	Within 25 days from the end of the six monthly tax period a. April - September - 25th October b. October - March - 25th April	Monthly	By 5th of month following (6th in case of e-payment) Liability for March needs to be deposited by March 31.	Yes
4	Central Excise	Within 30 days from the date when turnover of excisable goods exceeds INR 9,000,000. Please note that SSI exemption is available upto INR 15,000,000. In other words, a manufacturer need not levy excise and discharge output duty unless turnover of excisable goods exceeds INR 15,000,000. Alternatively, he may voluntarily register himself with the authorities from inception. Please note that online application for registration needs to be submitted	3-4 Weeks from submission of application	Monthly	E Return within 10 days of month following	Monthly	By 5th of month following (6th in case of e-payment) Liability for March needs to be deposited by March 31.	Yes
5	Customs - Importer Exporter Code ('IEC')	Prior to Import/Export, application needs to be submitted with Directorate General of Foreign Trade ('DGFT'). Please note that online application for registration can be submitted	2-3 Weeks from submission of application	There are no periodic compliances under the said legislation. At the time of Import of goods into India, Bill of Entry is processed by the Customs authorities and the importer needs to discharge appropriate duties in accordance with Customs Act read with various rules and regulations.				

* Please note that for availing any benefits under Foreign Trade policy (available to an exporter), the benefit i.e. scheme/license shall be applied at least 30-45 days in advance

* Please note that for availing any benefits under Foreign Trade policy (available to an exporter), the benefit i.e. scheme/license shall be applied at least 30-45 days in advance

** Further, Compliance under SVB (Special Valuation Branch) proceedings under Customs laws also needs to be complied within 30 days from the date of first import from related party. The SVB proceedings aim at establishing the arm's length price between related party imports and usually take about 5-6 months for obtaining an order. The order is valid for 3 years, post which the same needs to be renewed

VAT Compliances for the period ending December 2015

S. No.	State				Return				
		Frequency	Due Date (Next Month)	Payment mode	Due Date (From end of tax period)	Frequency	E Filing	Manual Hard Copy	
1	Orissa	Monthly	21-Jan-16	E payment	21-Jan-16	Quaterly	Yes	No	
2	Bihar	Monthly	15-Jan-16	E payment	30-Jan-16	Quaterly	Yes	No	
3	Rajasthan	Monthly	14-Jan-16	E payment	14-Feb-16	Quarterly	Yes	No	
4	West Bengal	Monthly	21-Jan-16	E payment	31-Jan-16	Quarterly	Yes	Yes	
5	Karnataka	Monthly	20-Jan-16	E payment	20-Jan-16	Monthly	Yes	No	
6	Kerala	Monthly	10-Jan-16	E payment	15-Jan-16	Monthly	Yes	Yes	
7	Gujarat	Monthly	22-Jan-16	E payment	30-Jan-16	Monthly	Yes	No	
8	Tamil Nadu	Monthly	20-Jan-16	E payment	20-Jan-16	Monthly	Yes	Yes	
9	Telengana	Monthly	20-Jan-16	E payment	20-Jan-16	Monthly	Yes	No	
10	Maharashtra	Monthly	21-Jan-16	E payment	21-Jan-16	Monthly	Yes	No	
11	Punjab	Monthly	28-Jan-16	E payment	30-Jan-16	Quaterly	Yes	Yes	
12	Uttar Pradesh	Monthly	20-Jan-16	Manual payment	20-Jan-16	Monthly	Yes	Signed return to be uploaded again as confirmation	
13	Delhi	Monthly	21-Jan-16	E payment	25-Jan-16	Quarterly	Yes	Yes	
14	Haryana	Monthly	15-Jan-16	Manual payment	30-Jan-16	Quarterly	Yes		

Due Date for Annual Return and VAT Audit for FY 2014-15

S.No.	State	Annual Return	VAT Audit
1	Rajasthan	31-Dec-15	31-Dec-15
2	Uttar Pradesh	30-Oct-15	30-Sep-15
3	Haryana	30-Nov-15	NA
4	Kerala	30-Apr-15	31-Dec-15
5	Gujarat	31-Dec-15	31-Dec-15
6	Orissa	NA	30-Sep-15
7	Bihar	31-Dec-15	31-Dec-15
8	Punjab	20-Nov-15	20-Nov-15
10	Tamil Nadu	NA	31-Dec-15
11	Maharashtra	NA	15-Jan-16
12	Karnataka	31-Dec-14	31-Dec-15
13	West Bengal	NA	31-Dec-15

Compliance calendar (FY 2015-2016)

	Particulars & Responsibilities	Compliances	Timelines
Corporate Secretarial	Disclosure of interests 1. Director Director to submit details with the Company disclosing their interest or concerns in the various entities as prescribed in the form.	Form MBP-1	From 1 April of each year till date of first board meeting of Financial year
	2. Company The Company has to file with the Registrar of Companies ("ROC") ¹ a resolution taking note of disclosures made by the director in Form MBP-1.	Form MGT-14	Within 30 days of the 1st Board meeting of the financial year

	Particulars & Responsibilities	Compliances	Timelines
Corporate Secretarial	Deposits Company has to file the return of the existing deposits as on the 31st March each year in the prescribed form.	Form DPT -3	By 30th June each year.
	Board Meetings The Company has to conduct minimum 4 meetings during the year.	To take up the agenda items as may be required by the business of the company.	Time gap between 2 consecutive Board meetings shall not exceed more than 120 days.
	General Meetings The Company has to conduct an Annual General Meeting during the year and such other general meetings in case of any event.	To take up the ordinary and special businesses of the company.	To be held within 6 months of close of relevant financial year
	Statutory Registers The Company is required to maintain the following list of mandatory statutory registers: <ol style="list-style-type: none"> 1. Register of directors 2. Register of members 3. Register of charges 4. Register of contracts in which directors are interested 5. Register of directors' shareholding 	Following details would be required to fill the registers: <ol style="list-style-type: none"> 1. Information relating to any charge created by the company on any of its assets. 2. Details of any such contract entered into by the company in which director is also interested. 3. Name of such other companies in which directors hold shares. Please provide the details of any corporate transaction to enable us to ascertain whether any document/form to be filed with ROC	Based on events only. Practice is to update registers on quarterly basis Based on the event occurred
	Other event based filings <ul style="list-style-type: none"> - Change of directors/Change in their designation - Change of Auditors - Shifting of registered office - Allotment of shares etc. - Any exception/non-routine transaction. 		
	Filing of intimation regarding appointment of Statutory Auditor		Within 15 days of General meeting
	Filing of audited financial statements with ROC1- Every company is required to file annually its audited financials within due time with ROC as adopted in Annual General Meeting (AGM)		Within 30 days of EGM
	Filing of Annual Return		Within 60 days of AGM
FEMA² related policies	Filing of intimation of receipt of funds received as an advance for purchase/transfer of shares from foreign holding company/investor		Within 30 days of receipt of funds
	Filing of Form FC GPR (Part A) with relevant annexure- After Board's confirmation as to allotment of shares, every company is required to file form FC GPR (Part A) with Reserve Bank of India		Within 30 days of allotment of shares
	Filing of Annual Return of Assets and Liabilities with relevant annexure- This form is required to be filed by every company which has received any remittances from abroad during any previous year relating to share purchase etc.		15th July every year

1 "ROC" refers to the Registrar of Companies

2 "FEMA" refers to the Foreign Exchange Management Act,1999

About ASSOCHAM

ASSOCHAM

The Associated Chambers of Commerce and Industry of India (ASSOCHAM), India's premier apex chamber, initiated its endeavour of value creation for Indian industries in 1920. Having in its fold more than 400 chambers and trade associations, and serving more than 4.5 lakh members from all over India, it has contributed significantly to the economy by playing a catalytic role in shaping up the trade, commerce and industrial environment of the country. It has significantly contributed in the emergence of new-age Indian corporates, characterised by a new mindset and global ambition for dominating the international business.

Known as the fountain-head of knowledge for the Indian industries, ASSOCHAM has emerged as forceful, proactive, forward looking institution that is equipped to meet the aspirations of corporate India in the new world of business.

Ready to redefine the dynamics of growth and development in the technology driven cyber age, it aims empower Indian enterprises by inculcating knowledge that will prove to be the catalyst of growth in the technology driven global market. ASSOCHAM aims to help and guide businesses to upscale, align and emerge as formidable players in their respective business segments. Its mission is to impact the policy and legislative environment so as to foster balanced economic, industrial and social development.

ASSOCHAM is working towards creating a model business environment in India that is at par with the rest of the world and that of a developed economy. It derives its strength from its promoter chambers and other industry/regional chambers/associations spread all over the country.

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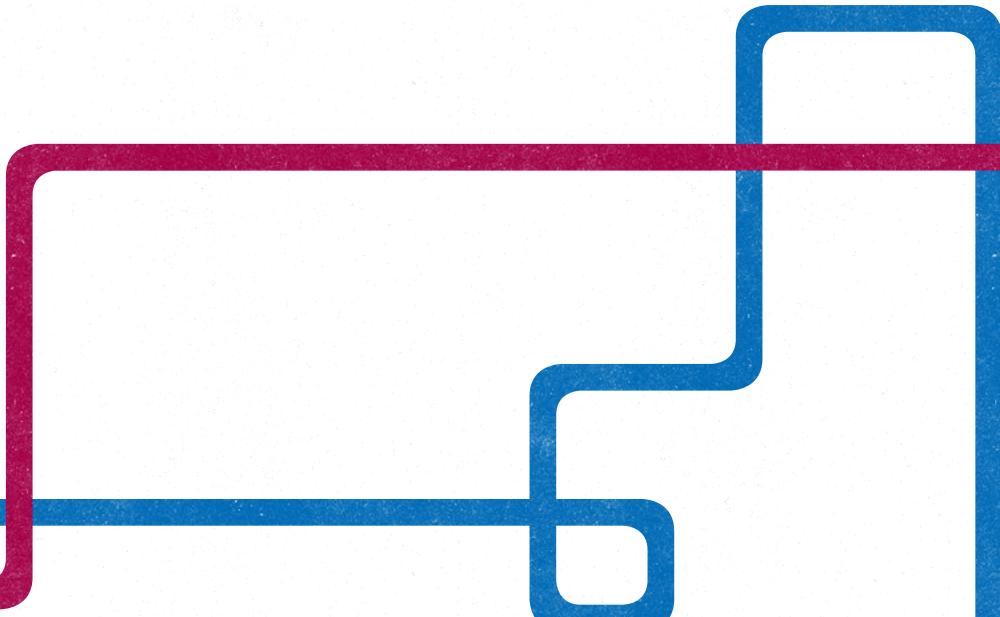
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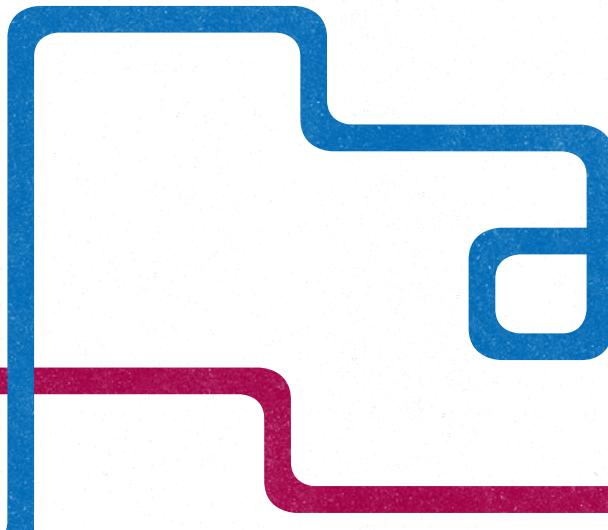
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ANNUAL REPORT

2023-24

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ADMINISTRATION & ACCOUNTS

BRANDING AND COMMUNICATION



Support for Department of Commerce's G20 related activities

IBEF setup a Project management unit (PMU) for the Department of Commerce (DoC) to provide branding inputs and support related to G20 activities. The unit was responsible for end-to-end execution and to provide the branding inputs in various Trade and Investment Working Group meetings





Supported Ministry of Culture for building a campaign on Indian culture

IBEF collaborated with Ministry of Culture and Quality Council of India for on-boarding and managing the branding campaign to promote the Culture initiatives and various monuments and places. The objective of this project was to highlight and make a positive perception of audience towards the Ministry's initiatives, increasing awareness & public participation while initiating interactive marketing activities.



Development of a logo for Indian Millets

Developed the 'Shree Anna' Indian Millets logo and branding strategy in collaboration with APEDA. IBEF plans to launch a full-fledged branding campaign for the promotion of Indian millets in the coming months.



Aatmanirbhar Bharat Utsav

IBEF undertook branding and promotion of Atmanirbhar Bharat Utsav in association with ITPO. The branding and promotion plan for the event included outdoor advertising, print advertising and digital promotions





Bharat Mobility

Branding and promotion of Bharat Mobility Global Expo 2024 was executed by IBEF, in association with EEPC. The plan for the event included outdoor advertising, print advertising and digital promotions



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"The need of the hour today is to develop a mobility ecosystem that is sustainable and in harmony with the environment."

Shri Narendra Modi
Hon'ble Prime Minister of India

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Promotion of India's participation at BIG 5, Dubai

Executed the branding and publicity plan for India's participation at Big 5, Dubai



Uniform fascia for India's participation at SIAL Canada

Designed the uniform fascia & mockups for India Pavilion that was being set up by various associations at SIAL Canada.





Branding and Promotion of India's participation at Gulfood, Dubai

IBEF worked closely with APEDA to execute the branding and publicity plan for India's participation at Gulfood, Dubai. The promotion plan for the event included outdoor advertising, print advertising and digital promotions.



Branding and Promotion of India's participation at MAGIC Show

IBEF executed the branding and publicity plan for India's participation at MAGIC Show. The promotion plan included event branding, outdoor branding and print advertising.



Branding and Promotion of INDEE Kenya

IBEF created and executed the branding and promotion plan for INDEE Kenya that was held from October 11-13, 2023 in Nairobi, Kenya. In association with EEPCL, IBEF undertook outdoor branding, print advertising and digital promotions in Kenya before and during the event.

Explore Business with more than 80 Engineering Companies from India

**Come & Visit
44th Edition
INDEE KENYA 2023
PARTNERSHIP FOR GROWTH**

11-13 October 2023
Kenyatta International Convention Centre, Nairobi, Kenya

MANUFACTURING EXPO
INTERNATIONAL TRADE EXHIBITION

www.indee-kenya.com

PRODUCTS ON DISPLAY

- ELECTRICAL MACHINERY AND EQUIPMENT
- AUTOMOBILE, COMPONENTS & PARTS
- AGRICULTURE MACHINERY & EQUIPMENTS
- PUMPS & VALVES
- WIRE AND CABLE
- CONSTRUCTION MACHINERY AND EQUIPMENT
- WELDING CUTTING & FORMING
- PLASTIC & PACKAGING MACHINERY
- HVAC-R
- FOOD PROCESSING MACHINERY & PARTS
- CNC MACHINES

Co-organized by **EXPOGROUP**



Promotion of India's participation at Arab Health 2024, Dubai

IBEF worked closely with EEPC India and Pharmexcil to execute the branding and publicity plan for India's participation at Arab Health, Dubai. The plan for the event included outdoor advertising, event branding and digital promotions.



Promotion of India's participation at Automechanika Dubai 2023

IBEF executed the branding and publicity plan for India's participation at Automechanika, Dubai. The campaign was executed in collaboration with ACMA and EEPC India. The branding and promotion plan for the event include event branding, outdoor branding, print advertising and digital promotions.





» Print Advertisements

INDIAN AUTO COMPONENT INDUSTRY IS LEADING THE WORLD AHEAD !

Welcome to the **INDIA PAVILION** at **automechanika DUBAI** 2nd - 4th October 2023

COME & VISIT 100+ Indian companies showcasing the latest automobile products from India.

- High-end segment of 30% to 35% growth in FY2022-23
- Exports from India are expected to reach US\$ 80 billion by 2026
- India can possibly increase its share in global automobile market from 4.0% by 2026
- India is a promising destination for the Auto component after market segment which is on the track to reach \$10 billion by 2026

Dubai int'l Hall No. 7 & 8, Sheikh Rashid Hall, Arena Hall & Sheikh Saeed Hall 2

» Print advertisements for Bharat Tex 2024

IBEF supported in releasing the print advertorials for promotion of Bharat Tex in leading dailies and Business papers: Times of India, Economic Times, Hindustan Times, Indian Express, Business Standard, Amar Ujala, Dainik Jagran, Navbharat Times etc.



» 9 Year Achievement Booklet of the Department of Commerce

IBEF supported the design of the 9 Year Achievements Booklet of the Department of Commerce.



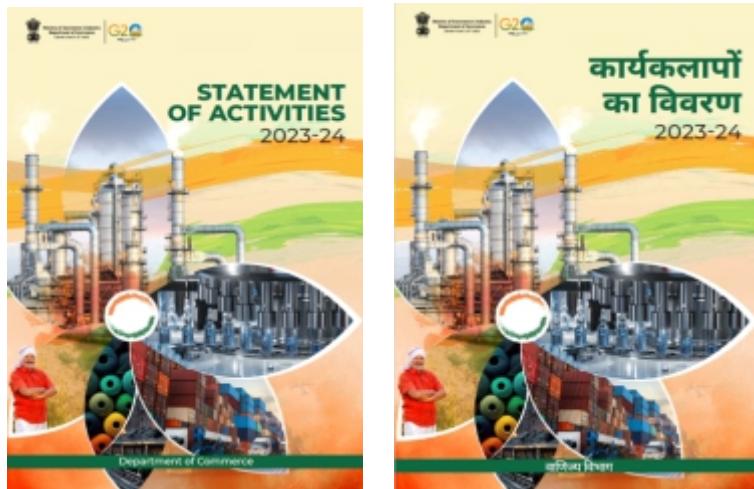
► Foreign Trade Policy 2023 & Handbook of Procedures 2023

IBEF supported the design and printing of Foreign Trade Policy & Handbook of Procedures.



► Statement of Activities 2023-24 of the Department of Commerce

IBEF supported the design and printing of Statement of Activities of the Department of Commerce for 2023-24.



► Indian Institute of Packaging Brochure

IBEF supported the design of the brochure depicting achievements of the Indian Institute of Packaging



KNOWLEDGE CENTRE



IBEF Website

The IBEF website remained a premier source of information on Indian business and economy during the fiscal year 2023-24. It catered to numerous requests for information from various Indian embassies abroad, industry associations, government departments, news agencies, consultancies, and corporate entities.

The screenshot shows the IBEF website homepage. At the top, there's a navigation bar with links for HOME, ABOUT US, INDIAN ECONOMY, INDUSTRY, STATES/UT, EXPORTS, BLOG, CONTACT, and MORE. On the left, a sidebar titled 'NEWS (17 DEC 24)' lists several news items. On the right, a large banner features a blue-toned image of a semiconductor chip with the Indian flag in the center, and the text 'INDIA'S SEMICONDUCTOR PUSH' and 'Building a Robust Chip Manufacturing Ecosystem'. Below the banner, there's a green footer bar with small text and a yellow-orange background section containing three icons of shipping containers with the numbers 39.20B, 252.28B, and 437.06B.

IBEF
India Brand Equity Foundation

NEWS (17 DEC 24)

MORE >

57 New ESI hospitals approved across country in last 10 years

Wholesale Price Inflation (WPI) inflation eases to three-month low in November as food prices cool

US\$ 1.58 billion [Rs. 13,422 crore] disbursed to street vendors under PM SVANidhi scheme, Rajya Sabha told

HNIIs, NRIs to rule India's luxury housing market: FY25 realty trends decoded

Fact of the day - Over 30 crore labourers registered on the e-Shram portal in last three years, while EPFO registrations surged from

INDIA'S SEMICONDUCTOR PUSH
Building a Robust Chip Manufacturing Ecosystem

specified bank accounts. Note that these are fake job offers. IBEF does not entertain payment of any kind from candidates for employment. It has been bro-

India : Merchandise Export in USD billion

39.20B

252.28B

437.06B

► Research and Perspectives

IBEF consistently kept its audience informed with regularly updated knowledge works, including comprehensive business information reports on India's leading sectors and dynamic states. The daily news service, India News Alert, maintained its popularity among both domestic and international audiences.



► India Adda Blog

The India Adda Blog on the IBEF website continued to be a vibrant platform showcasing the views of industry experts and stakeholders on contemporary topics related to the Indian economy and business. The blog featured articles covering major topics like technology, real estate, infrastructure, agriculture, tourism etc. The India Adda Blog has become a popular feature on the IBEF website, complementing its existing offerings like state and sector reports.

SEARCH

Enter Keyword Search

RECENT POSTS

- R&Ts and InvTs Mobilizing Trillions for Infrastructure Development Dec 13, 2024, 10:00
- India's Direct Tax Collection: Exploring the Diverging Trends Dec 13, 2024, 17:25


R&Ts and InvTs Mobilizing Trillions for Infrastructure Development

Dec 13, 2024, 10:00

IBEF, Knowledge Centre

[READ MORE ↗](#)


India's Direct Tax Collection: Exploring the Diverging Trends

Dec 13, 2024, 17:25

IBEF, Knowledge Centre

[READ MORE ↗](#)

Sector and State reports

IBEF continued to deliver the latest information and data on key sectors and all states of the Indian economy. These reports were regularly updated to ensure the inclusion of important and relevant information. In addition to the reports, the website offered write-ups and infographics on various industries and states across India. The industry section remained one of the most visited sections on the IBEF website.



Indian economy content

IBEF remained committed to providing updated information about the Indian economy. Coverage of key events such as the Union Budget 2023-24 and the Economic Survey 2022-23 garnered significant attention from users. Other popular sections included domestic investments, foreign investments, trade, economy overview, and policy watch.



Case Studies

In 2023-24, IBEF continued to showcase its commitment to its mandate with insightful case studies. These reports focused on crucial topics such as Spiritual Tourism, Hotel Industry, Manufacturing Sector, India's Trade Strategy and more. Each case study provided a comprehensive analysis, highlighting industry trends, challenges, and growth opportunities within these sectors. The efforts highlighted its role in promoting a deeper understanding of India's economic landscape and its emerging sectors on a global scale.

LOGIN Q

IBEF
INDIA BRAND EQUITY FOUNDATION
HOME ABOUT US INDIAN ECONOMY INDUSTRY STATES/UT EXPORTS BLOG CONTACT MORE

Sort By :- Most Relevant



HYDROGEN ENERGY IN INDIA
ROADMAP AND IMPLEMENTATION OF THE NATIONAL HYDROGEN MISSION

Hydrogen Energy in India: Roadmap and Implementation ...

Hydrogen energy is emerging as a pivotal piece in the global shift towards sustainable energy solutions, particularly as the world grapples with an ...



DRIVING PROGRESS INNOVATION AND EXPANSION IN THE INDIAN RAILWAYS SYSTEM

Driving Progress Innovation and Expansion in the I ...

Indian Railways, the fourth-largest national railway system in the world, plays a pivotal role in India's transportation, infrastructure, and e ...



Critical Mineral Imports and India's Green Energy Transition

Critical Mineral Imports and India's Green Energy ...

India, world's third-largest consumer of energy, is moving towards a greener, sustainable energy landscape. Global climate obligations, lower d ...



Growth and Overview of the Insurance Sector in Ind ...

The Indian insurance sector has transformed significantly over the past few decades and has been contributing significantly to the economic develop ...



INDIA'S SEMICONDUCTOR PUSH: BUILDING A ROBUST CHIP MANUFACTURING ECOSYSTEM

India's Semiconductor Push: Building a Robust Chip ...

The semiconductor industry plays a massive role in driving economic progress in today's tech-driven world. India with its ever-growing digita ...



UNLOCKING POTENTIAL: THE RISE OF THE RECOMMERCE MARKET IN INDIA

Unlocking Potential: The Rise of the Recommerce Ma ...

With technology progressing quickly in line with Moore's law and technology companies, such as Apple, Dell, Lenovo, Samsung, stirring up gadg ...



REVOLUTIONISING CONNECTIVITY: THE SURGE OF INDIA'S TELECOM SECTOR

Revolutionising Connectivity: The Surge of India's ...

The Indian telecom sector has evolved during last two decades in terms of growth and competition. From being dominated by a state owned monopoly ca ...



INDIA'S GEMS AND JEWELLERY SECTOR GOING GLOBAL

India's Gems and Jewellery Sector Going Global ...

India's gems and jewellery (G&J) sector is an indispensable part of its culture and economy and has contributed immensely to enhancing th ...

DIGITAL MEDIA

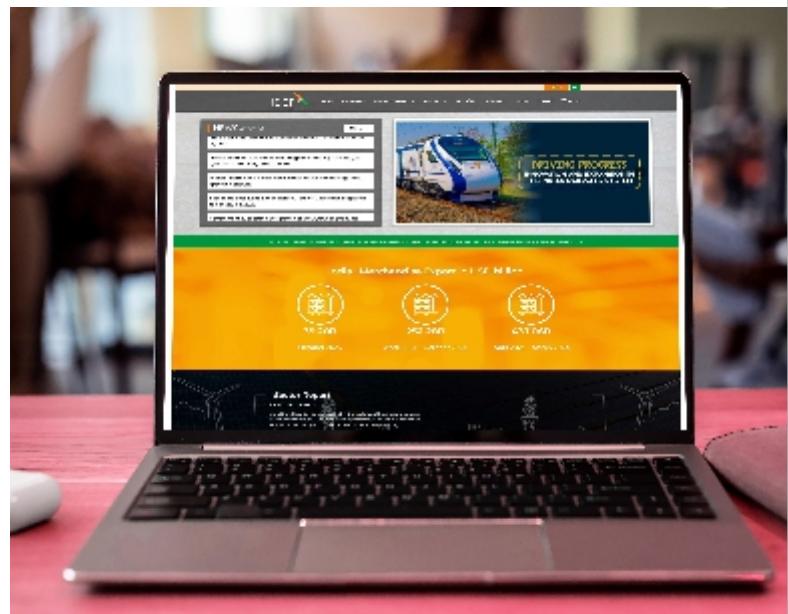


In an era defined by rapid digital growth, IBEF has continued to scale its digital presence to amplify Brand India's voice on the global stage. By strategically leveraging its website and social media platforms, IBEF delivers timely, insightful, and credible content to diverse audiences, including international investors, business leaders, academicians, and policymakers. This dynamic and data-driven approach has further reinforced IBEF's role as a trusted hub for information on India's growth story.

► IBEF website: www.IBEF.org

The IBEF website stands as a cornerstone of digital outreach, offering in-depth analyses, industry insights, and economic updates. Recognized for its reliability and relevance, it serves as a go-to platform for stakeholders across business forums, trade associations, research institutions, and the media.

In 2023-24, the website witnessed impressive growth, registering 3.57 million web hits and 9.80 million page views. With an emphasis on user-friendly navigation, updated content, and visually rich resources such as industry reports, case studies, and market data, IBEF continues to drive organic traffic while expanding its global reach.



Social Media Outreach

With the increasing prevalence of new media, IBEF has established a strong presence on key digital platforms such as Twitter, Facebook, and YouTube. By consistently publishing credible and relevant information, IBEF engages effectively with its target audience, which includes researchers, academicians, and export promotion bodies. This proactive approach ensures that IBEF remains a vital source of information and a significant player in the digital media ecosystem.

IBEF on Facebook (www.facebook.com/IBEFIndia)





IBEF

561K followers • 166 following

[Professional dashboard](#)

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[Advertise](#)

[Posts](#)

[About](#)

[Channels](#)

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[Edit Bio](#)

[Page - Government organisation](#)

[16th Floor, Dr Gopal Das Bhawan 26, Barakhamba Road , Delhi, India, Delhi](#)

[India-now@bef.org](#)

[bef.org](#)

[Promote Website](#)

[Open now](#)

[94% recommend \(50 reviews\)](#)

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[Add Featured](#)

[Photos](#)

[See All Photos](#)

[What's on your mind?](#)

[Channel](#)

[Photo/video](#)

[Reel](#)

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[People won't see this unless you pin something.](#)

[Manage](#)

[Posts](#)

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[Manage posts](#)

[IBEF @Brands_India · Oct 29](#)

Packed with fibre, protein & essential minerals, Indian Millets (Shree Anna) offer numerous health benefits such as improved digestion & heart health. @AgricGol @APEDADOC @DoC_GoI @ShreeAnna #IncredibleNutriCereals #MinistryOfAgriculture #DepartmentOfCommerce #APEDA #DiscoverIndia

[IBEF @Brands_India · Oct 29](#)

IBEF wishes to all Happy National Ayurveda Day

#NationalAyurvedaDay #BrandIndia

@DoC_GoI @moayush @MoHFW_INDIA @Sepc_India @APEDADOC @PIB_India



» Twitter: @Brands_India

X

- Home
- Explore
- Notifications
- Messages
- Grok
- Lists
- Bookmarks
- Jobs
- Communities
- Premium
- Verified Orgs
- Profile**
- More

Post

IBEF 22.5K posts

IBEF @Brands_India Get verified

India Brand Equity Foundation is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Govt. of India. [IBEF.org](#)

India Joined July 2011

1,112 Following 73.8K Followers

Posts Replies Highlights Articles Media Likes

IBEF @Brands_India · 2h Millets aren't just used in cooking Indian food. They're for global palates! Add them to African stews, Asian stir-fries, European salads, and more.

@AgriGol @APEDADOC @DoC_GoI

#ShreeAnna #IncredibleNutriCereals #MinistryOfAgriculture #DepartmentOfCommerce #APEDA #BrandIndia

IBEF @Brands_India · 3h Savoury or Sweet - What will it be ? Tell us your favourite Basmati rice recipe in comments below.

@AgriGol @APEDADOC @DoC_GoI

#BasmatiRice #PrideOfIndia #MinistryOfAgriculture #DepartmentOfCommerce #APEDA #BEDF #BrandIndia #DiscoverIndia

Search

Live on X

Kiran Bedi is hosting Revisiting Baatcheet Episode 16 with R. Madhavan +8.3K

AajTak is hosting सभत से काशी... किसने राज़ काशी? +2K

Chief Minister, MP is hosting लात परेड मैटान, भोपाल में 10वें अंतर्राष्ट्रीय बन भेले का शुभारंभ +1.5K

ABP News is hosting देश-दीवाना की बड़ी खबर ABP NEWS पर LIVE +997

CNBC-AWAAZ is hosting #LIVE | रिस्क को कैसे फिक्स, रिस्क को मैनेज करने का फॉर्मूला क्या? +178

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Clint Betts @clintbetts Follow

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Dr. Virendra Kumar @DrVirendrakum13 Follow

Show more

What's happening

#11YearsOfOnePlus ...
Grateful for the journey. Excited for what's next.
Promoted by OnePlus India

Business & finance · Trending
#earthquake ...
15K posts

Trending in India
INR 1,500 ...
2,091 posts

Entertainment · Trending
#MukeshKhanna ...
1,063 posts

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» IBEF on Instagram (ibef_india)



Note...

[Edit profile](#)
[View archive](#)

5,611 posts
10.9K followers
31 following

India Brand Equity Foundation

 [ibef_india](#)

Government organization
 India Brand Equity Foundation is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, ... more
[www.ibef.org](#) + 1

 Recipe Contest
 Millets Contest
 Rice Contest
 Toy Donation
 New

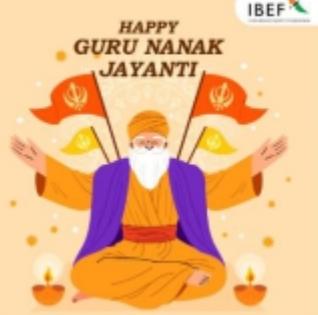
POSTS
REELS
SAVED
TAGGED

BASMATI RICE
#PrideOfIndia
 Taste the Delicious & Aromatic Basmati Rice
 

FINGER MILLET


Building blocks for healthy bones
All Millets are Gluten-free and are recommended for Celiac Patients

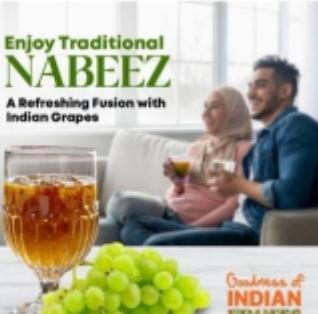
FROM THE FINEST Indian Vineyards to you!
 Delicious Grapes to treat your taste buds
 

HAPPY GURU NANAK JAYANTI


Desserts INDIA
RECIPE CONTEST
 8th Nov - 31st Dec 2024
 Join Now!


BASMATI RICE
#PrideOfIndia
 GOODNESS ON YOUR PLATE
 

Kerala Millets Mission
 Project "Millet Village" by Kerala's Agriculture and Scheduled Tribes Development Department aims to revive traditional tribal farming in Akkayyam, Kerala's millet capital.
 

Enjoy Traditional NABEEZ
 A Refreshing Fusion with Indian Grapes
 



Social Media Cell set Up by IBEF for the Department of Commerce:



Dept of Commerce, GoI ✅

@DoC_GoI

The social media cell of DoC regularly updates the social media handles by posting recent trade related news, event highlights, policies, schemes, initiatives by the government and other information that is relevant and useful for the followers.

Detail of the handles is as follows:

- ✿ Twitter: [@DoC_GoI](#)
- ✿ Facebook: [@DeptOfCommerceIndia](#)
- ✿ Instagram: [@india_deptofcommerce](#)



✿ Twitter

- Total no. of followers increased on Twitter in 2023-2024: **263777**
- The total Tweet Impression in 2023-2024: **93370**

Twitter impressions represent the number of times users saw the tweet on Twitter. Among all the social media posts (including creatives, GIFs, cinemagraphs, Motion Graphics, Time lapse Videos etc).

✿ Facebook and Instagram handles were created in July 2019.

- Total no. of Followers on Facebook on 31 March, 2024: **14089**
- Total No. of followers on Instagram on 31 March, 2024: **6102**

» **Following campaigns were executed during FY 2023-24 by the Social Media Cell:**

- Did You Know - Tea
- Did You Know - Rubber
- Did You Know - Coffee
- Did You Know - Spices
- Did You Know - Seafood
- Logistics Performance Index 2023
- Government e Marketplace (GeM) has reached a record-breaking milestone
- Mobile Phone Exports
- #GeographicalIndication teas of India
- Spreading sweetness! - India's exports of natural honey
- #indiancoffee
- #IDY2023
- #HarGharTiranga
- #SwachhBharat
- #WorldSpiceCongress2023
- #BharatTex2024
- #SpecialCampaign3
- #SwacchtaHiSeva
- #G20India
- #IPEF
- #Bharatmobility2024
- India-Australia #Economic Cooperation and #Trade Agreement (ECTA)
- #IndiaEFTA TEPA



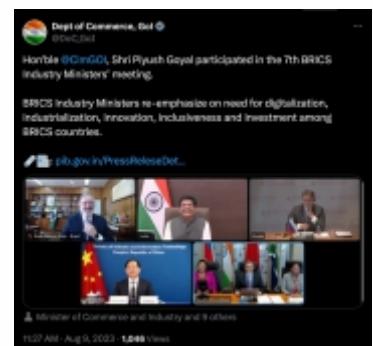


» **Following Twitter Events were executed during FY 2023-24 by the Social Media Cell:**

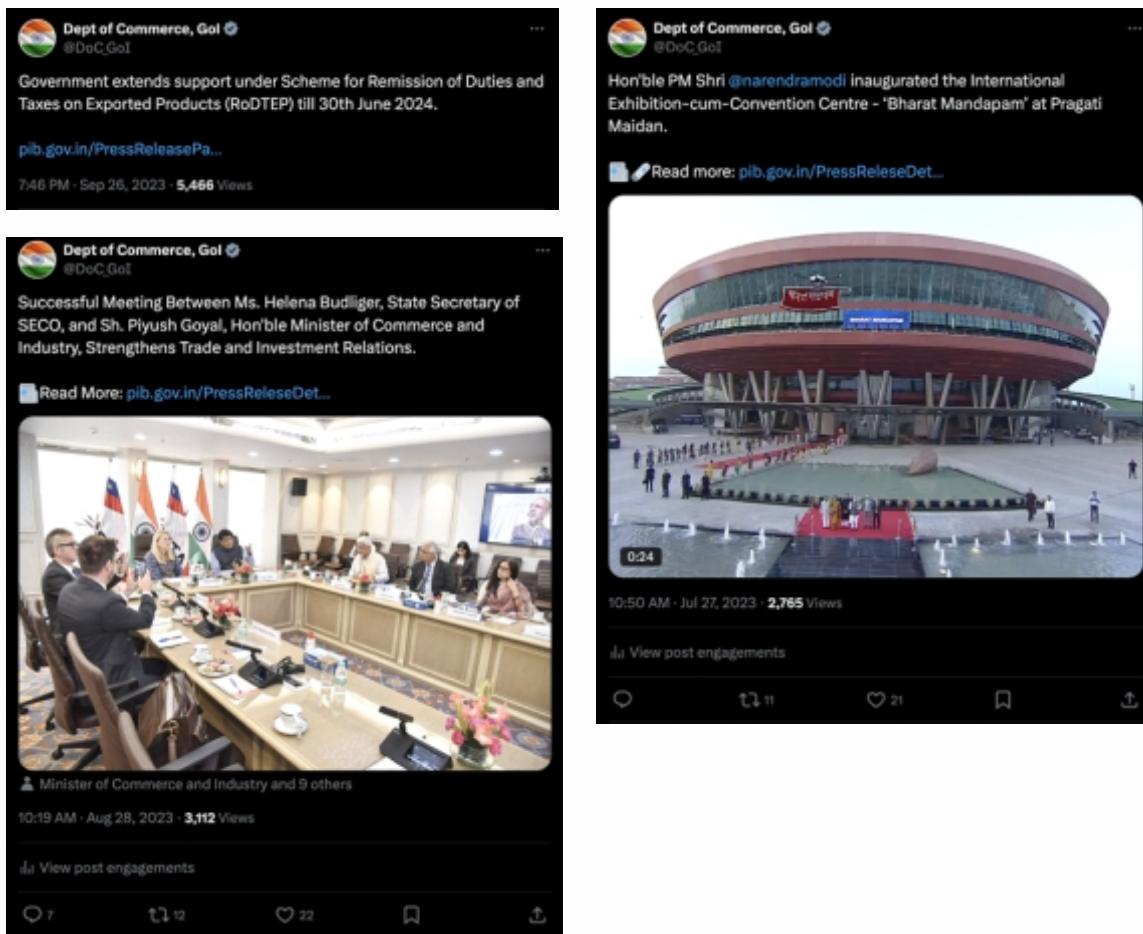
- Empowering Farmers Across India: #e-NAM
- #IndiaSteel2023
- #SeafoodExpoGlobal2023
- Spain JCEC
- India-France Business Summit.
- #NationalMaritimeDay
- #EcoDiplomacyModule
- India-ASEAN Senior Economic Officers meeting held in Jakarta on 26 May 2023
- #G20India
- 2nd #TIWG
- 6th Creation Day
- 6th India-Canada Ministerial Dialogue on Trade & Investment
- Second edition of World Food India
- India-UAE CEPA implementation
- #InternationalDayofYoga2023.
- 11th session of India-Slovakia JEC
- Joint Committee of the India-UAE Comprehensive Economic Partnership Agreement



- India-New Zealand round table meeting with industry and industry associations
- Valedictory address of the Hon'ble PM, Shri Narendra Modi ji
- 3rd High Level Dialogue (HLD), co-chaired by the Hon'ble @Cim_goi, Shri Piyush Goyal along with H.E. @VDombrovskis, Executive Vice President of the European Commission
- 20th ASEAN-India Economic Ministers Meeting
- IndiaLAC Conclave
- 7th BRICS Industry Ministers' meeting
- 5th India-Vietnam Joint Trade Sub-Commission meeting
- India-Ecuador Joint Economic & Trade Committee (JETCO)
- 6th India-Azerbaijan Inter-Governmental Commission protocol
- National Conference on Strategic Trade Controls (NCSTC)
- #14thIndiaUSTP
- Joint Economic & Trade Committee (JETCO)
- #SourcexIndia2024
- 3rd AITIGA Meeting
- Induction Training of IFS Officer Trainee



Top Performed Articles:



Top Performed Graphic Tweets:



ADMINISTRATION AND ACCOUNTS



IBEF vs. M/s Vishudha Rasayanee Private Limited (VRPL)

IBEF continued to pursue the case for recovery of an outstanding loan of Rs 425 lakhs from M/s Vishudha Rasayanee Private Limited through its law firm at Civil Court, Thane. The warrant against the judgements debtors was issued and attempts have been made to serve the same to judgement debtors. The Court has sought details and title report of the property of the judgement debtor to be attached. The valuation report has been brought on record and auction of the attached property is expected to take place soon.



GeM Procurement

IBEF continued to increase its procurement from the Government e-marketplace. In 2023-24, most procurements related to administration requirements like housekeeping material, housekeeping services, and official car services were procured from GeM.



IBEF Intranet Portal

IBEF switched to Department of Commerce e-office for its e-file requirements. The IBEF Intranet Portal is being maintained for leave applications and other such HR & admin functions.

AUDITED ACCOUNTS FOR 2023-24



**BHAMBRI CHOPRA AND
PUSHKARNA**
Chartered Accountants



III FLOOR, ANAND PLAZA, PLOT NO-2,LSC
SAINIK VIHAR, PITAMPURA, DELHI DELHI
110034
Ph. 9810512244, 11-27020847
e-mail : deepak@bcpindia.com

FORM No. 10B

[See rule 16CC and 17B]

Audit report under clause (b) of the tenth proviso to clause (23C) of section 10 and sub-clause (ii) of clause (b) of subsection (1) of section 12A of the Income-tax Act, 1961, In the case of a fund or trust or institution or any university or other educational institution or any hospital or other medical institution.

We have examined the balance sheet of **INDIA BRAND EQUITY FOUNDATION** [name of the fund or trust or institution or any university or other educational institution or any hospital or other medical institution] as at 31-MAR-2024 and the Income and Expenditure account or Profit and Loss account for the year ended on that date are in agreement with the books of account maintained by the said fund or trust or institution or university or other educational institution or hospital or other medical institution.

We have obtained all the information and explanations to the best of our knowledge and belief which are necessary for the purposes of the audit.

In our opinion, proper books of account have been maintained at the registered office of the above named fund or trust or institution or university or other educational institution or hospital or other medical institution at the address mentioned at serial number 14 of the Annexure:

In our opinion and to the best of our information and according to explanations given to us, the particulars given in the Annexure are true and correct subject to following observations or qualifications

In our opinion and to the best of our information, and according to information given to us, the said accounts give a true and fair view

- (i) in the case of the balance sheet, of the state of affairs of the above named * fund or trust or institution or university or other educational institution or hospital or other medical institution as on 31-MAR-2024 and
- (ii) in the case of the Income and Expenditure account or Profit and Loss account, of the income and application or profit or loss of its accounting year ending on 31-MAR-2024

subject to the following observations/qualifications

The prescribed particulars are annexed hereto.

For BHAMBRI CHOPRA AND PUSHKARNA
Chartered Accountants
(Firm Regn No.: 0017046N)



(DEEPAK CHOPRA)
PARTNER
Membership No: 096047

Place :DELHI
Date : 29-Sep-2024
UDIN : 24096047BKHBGY8856



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

BALANCE SHEET AS AT MARCH 31, 2024

PARTICULARS	SCHEDULE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
SOURCES OF FUNDS:			
CORPUS FUND	A	1,927,564,878	1,887,254,610
ACCUMULATION U/S 11(2)	B	628,531,999	612,494,550
		2,556,096,878	2,499,749,160
TOTAL (₹)			
APPLICATION OF FUNDS:			
FIXED ASSETS			
GROSS BLOCK	C	9,497,608	9,497,608
LESS: ACCUMULATED DEPRECIATION		(7,912,844)	(7,655,604)
NET BLOCK		1,584,764	1,842,004
CURRENT ASSETS, LOANS & ADVANCES	D	2,568,635,829	2,507,991,850
PROVISIONS	E	(14,123,715)	(10,084,694)
NET CURRENT ASSETS		2,554,512,114	2,497,907,156
		2,556,096,878	2,499,749,160
TOTAL (₹)			
NOTES TO ACCOUNTS	I		

THE SCHEDULES & ANNEXURES REFERRED TO ABOVE FORM AN INTEGRAL PART OF THE BALANCE SHEET.
 THIS IS THE BALANCE SHEET REFERRED TO IN OUR REPORT OF EVEN DATE.

For Bhambri Chopra & Pushkarna

Chartered Accountants

Firm Registration No. 017046N



(CA Deepak Chopra)

(Partner)

Membership No. 096047

(CHAIRMAN)

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)

Place: New Delhi

Date 29/03/2024

UDIN: 24096047 BKH0448856

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2024

PARTICULARS	SCHEDULE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
INCOME:-			
INTEREST	F	179,262,997	154,473,130
MISCELLANEOUS RECEIPTS	G	301,890	269,423
(A) TOTAL (₹)		179,564,887	154,742,553
EXPENDITURE:-			
ADMINISTRATIVE EXPENSES	H	18,730,343	19,177,982
DEPRECIATION ON FIXED ASSETS	C	257,240	333,093
(B) TOTAL (₹)		18,987,583	19,511,075
SURPLUS : BEING EXCESS OF INCOME OVER EXPENDITURE (A-B)			
		160,577,304	135,231,478
ACCUMULATION U/S 11(2) OF INCOME TAX ACT,1961		133,932,000	112,300,000
TRANSFERRED TO CORPUS FUND		26,645,304	22,931,478
NOTES TO ACCOUNTS	I		

THE SCHEDULES & ANNEXURES REFERRED TO ABOVE FORM AN INTEGRAL PART OF THE BALANCE SHEET.
THIS IS THE BALANCE SHEET REFERRED TO IN OUR REPORT OF EVEN DATE.

For Bhambri Chopra & Pushkarna
Chartered Accountants
Firm Registration No. 017046N

(CA Deepak Chopra)
(Partner)
Membership No. 096047



(CHAIRMAN) (CHIEF EXECUTIVE OFFICER)


(SR. MANAGER)

Place: New Delhi
Date 29/09/2024
UDIN: 24096047BKHBG48856

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE "A" FORMING PART OF ACCOUNTS

CORPUS FUND	AS AT MARCH 31, 2024		AS AT MARCH 31, 2023	
	(₹)	(₹)	(₹)	(₹)
CORPUS FUND				
INITIAL CORPUS		836,760,875		836,760,875
ACCRETION OVER THE YEARS	1,050,493,735		972,344,640	
ADD/(LESS):				
TRANSFERRED FROM INCOME & EXPENDITURE A/C	26,645,304		22,931,478	
TRANSFERRED FROM ACCUMULATION A/C - UNSPENT	13,664,964	1,090,804,003	55,217,617	1,050,493,735
BALANCE (REF SCH-B)				
TOTAL (₹)		1,927,564,878		1,887,254,610



(CA Deepak Chopra)
(Partner)
Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER) (SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

STATEMENT SHOWING ACCUMULATION UNDER SECTION 11(2) AND ITS DISPOSAL DURING THE YEAR ENDED 31ST MARCH 2024.

SCHEDULE "B" FORMING PART OF ACCOUNTS

PARTICULARS	ANNEXURE	AS AT MARCH 31, 2024 ₹	AS AT MARCH 31, 2023 ₹
BALANCE BROUGHT FORWARD		612,494,550	701,070,109
LESS:-			
1. UTILISED DURING THE YEAR ON PURPOSE FOR WHICH INCOME ACCUMULATED			
A. KNOWLEDGE CENTRE	A-1	27,458,480	22,047,490
B. BRANDING & COMMUNICATION-NATION BRANDING	A-1	33,160,321	6,709,239
C. SECTORAL BRANDING	A-1	36,471,164	75,063,050
		97,089,965	103,819,779
ADD: ACTUAL AMOUNT PAID IN P.Y OF LAST YEAR UNUTILIZED		7,022,357	8,104,843
LESS: AMOUNT UNPAID INCLUDED IN ABOVE AT THE END OF YEAR		(10,036,644)	(94,075,678)
			(7,022,357)
2. ACCUMULATION EXPIRED IN P.Y & ADJUSTMENT MADE			
UNSPENT ACCUMULATION SET ASIDE IN 2016-17			35,375,560
UNSPENT ACCUMULATION SET ASIDE IN 2017-18			60,397,734
UNSPENT ACCUMULATION SET ASIDE IN 2018-19			-
E. OF WHICH TOTAL INCOME TAX PAID/PAYABLE		23,818,872	(23,818,872)
F. PAYABLE OF A.Y 2023-24		(9,289,360)	(40,755,677)
G. BALANCE TRANSFERRED TO CORPUS FUND		(864,548)	-
		(13,664,964)	(55,217,617)
ADD:-			
1. ACCUMULATION FOR THE YEAR			112,360,000
OBJECTIVE OF THE TRUST			
TOTAL (₹)		628,531,999	612,494,550

YEAR WISE BREAKUP OF ACCUMULATION U/S 11(2) AS ON 31ST MARCH 2024

S.NO	YEAR OF ACCUMULATION	OP.BALANCE	INCOME ACCUMULATED U/S 11(2) DURING THE YEAR	DISPOSAL DURING THE YEARS	UN-UTILISED BALANCE	ACCUMULATION AVAILABLE UP TO FINANCIAL YEAR	YEARS AVAILABLE FOR UTILISATION
1	2016-17	35,575,559	-	-	35,575,559	2021 - 2022	EXPIRED
2	2017-18	165,300,000	-	104,902,265	60,397,735	2022 - 2023	EXPIRED
3	2018-19	117,894,550	-	94,075,678	23,818,872	2023 - 2024	EXPIRED
4	2019-20	126,000,000	-	-	126,000,000	2024 - 2025	1 Years
5	2020-21	127,500,000	-	-	127,500,000	2025 - 2026	2 Years
6	2021-22	128,800,000	-	-	128,800,000	2026 - 2027	3 Years
7	2022-23	112,300,000	-	-	112,300,000	2027 - 2028	4 Years
8	2023-24	-	133,932,000	-	133,932,000	2028 - 2029	5 Years
	+ TOTAL (₹)	813,370,109	133,932,000	198,977,943	748,324,166		

(CA Deepak Chopra)
 (Partner)

Bhansali Chopra & Pushkarna



(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION
 16TH FLOOR, DR. G. OPAL DAS BHAWAN
 28, BARAKHAMBHA ROAD
 NEW DELHI-110001, INDIA

FIXED ASSETS AS AT MARCH 31, 2024

ASSETS	RATE OF DEPRECIATION %	GROSS BLOCK				DEPRECIATION			SCHEDULE "C" FORMING PART OF ACCOUNTS	
		AT COST AS ON 01.04.2023	ADDITIONS UPTO 30.09.2023	FROM 01.10.2023	DELETION DURING THE YEAR TO 31.03.2024	TOTAL AS ON 31.3.2024	UPTO 31.03.2023	FOR THE YEAR	DEDUCTION	TOTAL AS ON 31.3.2024
FURNITURE & FIXTURES	10%	3,917,125	-	-	-	3,917,125	2,523,597	139,252.85	-	2,662,949
COMPUTERS & PERIPHERALS	40%	4,128,501	-	-	-	4,128,501	4,226,038	80,985.19	-	4,307,023
OFFICE EQUIPMENTS	15%	1,151,982	-	-	-	1,151,982	905,969	36,901.94	-	942,871
TOTAL (₹) :		9,497,608				9,497,608	7,655,604	237,240		7,912,844
PREVIOUS YEAR (₹) :		9,404,965	92,243	400	-	9,497,608	7,372,511	333,093	-	7,655,604
										1,842,804
										2,082,454

(SR. MANAGER)

(CHIEF EXECUTIVE OFFICER)

(C.A. Deepak Chopra)
 (Partner)

Bham bri Chopra & Pushkarna



Deepak
 Chopra

**INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA**

SCHEDULE "D" FORMING PART OF ACCOUNTS

CURRENT ASSETS, LOANS AND ADVANCES (UNSECURED, CONSIDERED GOOD UNLESS OTHERWISE STATED)	ANNEXURE	AS AT MARCH 31, 2024		AS AT MARCH 31, 2023	
		(₹)	(₹)	(₹)	(₹)
BANK BALANCES & CASH IN HAND					
In Saving A/C'S		48,457,586		145,286,364	
In Deposits	A-2	2,370,000,000	2,418,457,586	2,254,725,556	2,400,011,920
ACCRUED INTEREST					
Investments/ Deposits		72,136,164	72,136,164	45,661,392	45,661,392
LOANS & ADVANCES					
M/S Vishudha Rasaynee Private Ltd.		42,500,000		42,500,000	
Add: Accrued Interest Provided Till 31.03.2008		7,272,156	49,772,156	7,272,156	49,772,156
REFUNDABLE SECURITY DEPOSITS					
Gopal Das Estates Housing Pvt Ltd		2,880,000		2,880,000	
Hoonvar Services Pvt Ltd		744,000		744,000	
Ardee Housing Pvt Ltd		216,000		216,000	
Bhambri Lawrie & Co. Ltd.		300,000	4,140,000	300,000	4,140,000
OTHER ACCOUNTS RECEIVABLE					
Income Tax Tds	A-3	11,841,740		368,628	
Other Tds Recoverable		194,893		194,893	
Prepaid Expenses	A-4	8,378		-	
Employee - Admin		10,565		11,532	
Development Commissioner, Kandla Sez , M/o-Gujrat		1,344,086			
Department Of Commerce (On A/C Of Designing & Printing Etc. Of Three Year Achievement Book)		658,017		658,017	
Department of Promotion of Industries and Internal Trade (DPIIT)		35,600		71,200	
Jabro Advertising & Marketing Pvt Ltd		-	14,093,279	79,755	1,384,025
OTHER CURRENT ASSETS					
Accumulation Unutilized - Expenditure Unpaid At Year End			10,036,644		7,022,357
TOTAL (₹)			2,568,635,829		2,507,991,850

(CA Deepak Chopra)
(Partner)
Bhambri Chopra & Pushkarna



(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE " E" FORMING PART OF ACCOUNTS

CURRENT LIABILITIES & PROVISIONS	ANNEXURE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Sundry Creditors	A-5	12,889,303	9,390,414
TAX & TDS LIABILITIES			
Goods & Service Tax -Tds		296,209	120,771
Income Tax -Tds		938,203	573,509
TOTAL (₹)		14,123,715	10,084,694



(CA Deepak Chopra) *
 (Partner)
 Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)




(SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE "F" FORMING PART OF ACCOUNTS

PARTICULARS	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Interest On Investments	177,977,776	151,470,799
Interest On Savings Bank Accounts	1,285,221	3,002,331
TOTAL (₹)	179,262,997	154,473,130


 CA Deepak Chopra
 (Partner)
 Bham bri Chopra & Pushkarna

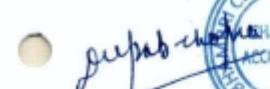
(CHIEF EXECUTIVE OFFICER)


 (SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE "G" FORMING PART OF ACCOUNTS

MISCELLANEOUS RECEIPTS	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Interest on Income Tax Refund	271,890	249,423
Tender Processing Fees	30,000	20,000
TOTAL (₹)	301,890	269,423


Deepak Chopra
(CA Deepak Chopra)
(Partner)
Bhambri Chopra & Pushkarna


BHAMBRI CHOPRA & PUSHKARNA
CHARTERED ACCOUNTANTS
* DELHI *

(CHIEF EXECUTIVE OFFICER) (SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE "H" FORMING PART OF ACCOUNTS

ADMINISTRATIVE EXPENSES	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Advertisement Expenses	-	18,542
Bank Charges	1,160	4,430
Charges General/Miscellaneous Exp	1,679	529
Communication Expenses	113,308	113,313
Conveyance/ Car Hire Charges	479,880	459,650
Diwali Gifts	28,500	-
Electricity Expenses	144,391	164,916
Employees Salary	6,353,526	7,661,137
Interest On Delayed Payment Of Taxes	13,240	24,000
Interest On GST TDS	2,185	-
Internet Expenses	187,224	187,338
Meeting Expenses	5,708	13,616
Newspaper / Periodicals/Reference Books	-	2,291
Office Maintenance Expenses	1,088,600	1,073,431
Office Rent	9,442,596	9,062,400
Printing & Stationery	97,639	77,433
Professional And Consultancy Fee	631,478	255,957
Repair & Maintenance	37,099	-
Statutory Audit Fee	59,000	59,000
Travelling Expenses	43,131	-
TOTAL (₹)	18,730,343	19,177,982



CA Deepak Chopra
(Partner)
Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER) (SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION**SCHEDULE-I****NOTES FORMING PART OF THE FINANCIAL STATEMENTS****SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS FOR THE YEAR ENDED
31ST MARCH 2024****A. Statement of Significant Accounting Policies****i) Basis of preparation of Financial Statements**

The financial statements are prepared and presented under the historical cost convention, on the accrual basis of accounting and reflect the Assets, Liabilities and Expenses, as recorded in the books of accounts maintained at the Trust.

All income and expenditure having a material bearing on the financial statements are recognized on accrual basis.

ii) Fixed assets

Fixed Assets are stated at cost less accumulated depreciation. On sale of Fixed Asset, profit or loss on sale of fixed assets is booked in books of accounts as the case may be.

iii) Depreciation

Depreciation has been provided on written down value method at the rated as provided in the Income Tax Act, 1961.

B. Notes to Accounts:

- i) Transactions in foreign currency were translated at the rates prevailing on the date of the transaction.
- ii) Creditors as on 31-3-2024 include creditors which are outstanding for more than 5 years. No amount has been paid during the year against these creditors. List of same is as under:-

Party Name	Amount (in INR)
AJ-Deep Services	600
Aparna Dutt Sharma	10,561
Destinations Unlimited	6,637
Mohit Travels	12,844
Rakesh General Store	11,300
Strategic Design	2,28,560
STUDIOB	24,03,965
Total	26,74,467



INDIA BRAND EQUITY FOUNDATION

SCHEDULE-INOTES FORMING PART OF THE FINANCIAL STATEMENTS

- iii) Previous year figures have been recast and re-grouped wherever necessary to confirm to this year classification

As Per our report of even date

For Bhambri Chopra & Pushkarna
Chartered Accountants
Firm Registration No. 017046N



CA Deepak Chopra
Partner
Membership No. 096047

For India Brand Equity Foundation.



(Chairman) (Chief Executive Officer)



(Sr. Manager F&A)

Place: New Delhi
Date: 29/09/2024



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

ANNEXURE "A-1" FORMING PART OF ACCOUNTS

AMOUNT SPENT FROM ACCUMULATION	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
A. KNOWLEDGE CENTRE		
Technical Maintanence And Websites Updates	354,000	454,300
Website Content Management	4,006,216	3,787,108
DIGITAL COMMUNICATION		
Design & Devleopment Of Niryaat Portal Dashboard	826,000	10,209,360
Indian Australia ECTA Film	-	1,858,500
Information & Communication Cell For Doc & IBEF	22,272,264	1,856,022
Short Movie On Niryaat Portal Launch & Vanija Bhawan	-	3,882,200
	27,458,480	22,047,490
B. BRANDING & COMMUNICATION		
NATION BRANDING & G20 PRESIDENCY		
Advertisement	12,422,890	-
Designing, Editing, Proofreading Charges	2,832,000	-
Radio Promtions- Atmanirbhar Bharat Utsav	232,100	-
FTP Cover Page	-	17,700
G20 Presidency- PMU Unit Setup	17,673,331	6,691,539
GI Campaign	-	-
	33,160,321	6,709,239
SECTORAL BRANDING -UNDER BRAND INDIA		
AGRICULTURE		
Biofach Nuremberg	-	8,165,600
Sri Anna Millet	413,000	18,437,500
Digital Campaign Of Indian Rice & Milletes	4,346,358	4,425,000
ENGINNERING		
Bharat Mobility Show (Digital+Website)	7,000,000	9,463,600
Branding Support EEPC, Automechanika, Dubai & IK	1,150,000	-
Events-Automechanika, Dubai & Indee Kenya	6,402,750	-
IESS EVENT-BRANDING SUPPORT EEPC	2,224,300	19,041,100
Big-5 Engineering Show	8,909,000	-
Indee Tanzania Fair	294,000	4,211,900
HEALTHCARE		
Arab Health	4,484,000	-
TEXTILE-HANDLOOM & HANDICRAFTS		
Promotion Of Indian Handlooms	-	3,058,350
Promotion Of Indian Toys	-	8,260,000
Magic Fair- PonyWall Display	634,156	-
Magic Show Las Vegas	613,600	36,471,164
		75,063,050
TOTAL (₹)	97,089,965	103,819,779

(CA Deepak Chopra)
 (Partner)
 Bhambri Chopra & Pushkarna

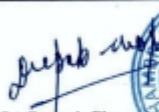
(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA
STATEMENT OF DEPOSIT AS AT MARCH 31, 2024

ANNEXURE "A-2" FORMING PART OF ACCOUNTS

PARTICULARS	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
RBI BONDS WITH PUNJAB NATIONAL BANK Non-Cumulative Bonds	-	700,000,000
TERM DEPOSIT WITH SCHEDULED BANKS/FII		
Canara Bank	250,000,000	179,100,000
Central Bank Of India	490,000,000	559,800,000
Punjab National Bank	-	300,000,000
Union Bank Of India	1,630,000,000	515,825,556
TOTAL (₹)	2,370,000,000	2,254,725,556


 (CA Deepak Chopra)
 (Partner)
 Bhambri Chopra & Pushkarna



(CHIEF EXECUTIVE OFFICER)


 (SR. MANAGER)

**INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA**

STATEMENT OF INCOME TAX TDS AS AT MARCH 31, 2024

ANNEXURE "A-3 "FORMING PART OF ACCOUNTS

FINANCIAL YEAR	ASSESSMENT YEAR	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
2022-23	2023-24	-	368,628
2023-24	2024-25	11,841,740	-
TOTAL (₹)		11,841,740	368,628



(CA Deepak Chopra)
(Partner)
Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

DETAIL OF PREPAID EXPENDITURES AS AT MARCH 31, 2024

ANNEXURE "A-4" FORMING PART OF ACCOUNTS

NAME OF PARTY	NATURE OF EXPENSE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Anu International	ACCOUNTING SOFTWARE	4,248	-
Perfect Info Solution Pvt Ltd	COMPUTDS	4,130	-
	TOTAL (₹)	8,378	-


 (CA Deepak Chopra)
 (Partner)
 Bham bri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)




(SR. MANAGER)



**INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA**

LIST OF SUNDY CREDITOR AS AT MARCH 31,2024

ANNEXURE "A-5" FORMING PART OF ACCOUNTS

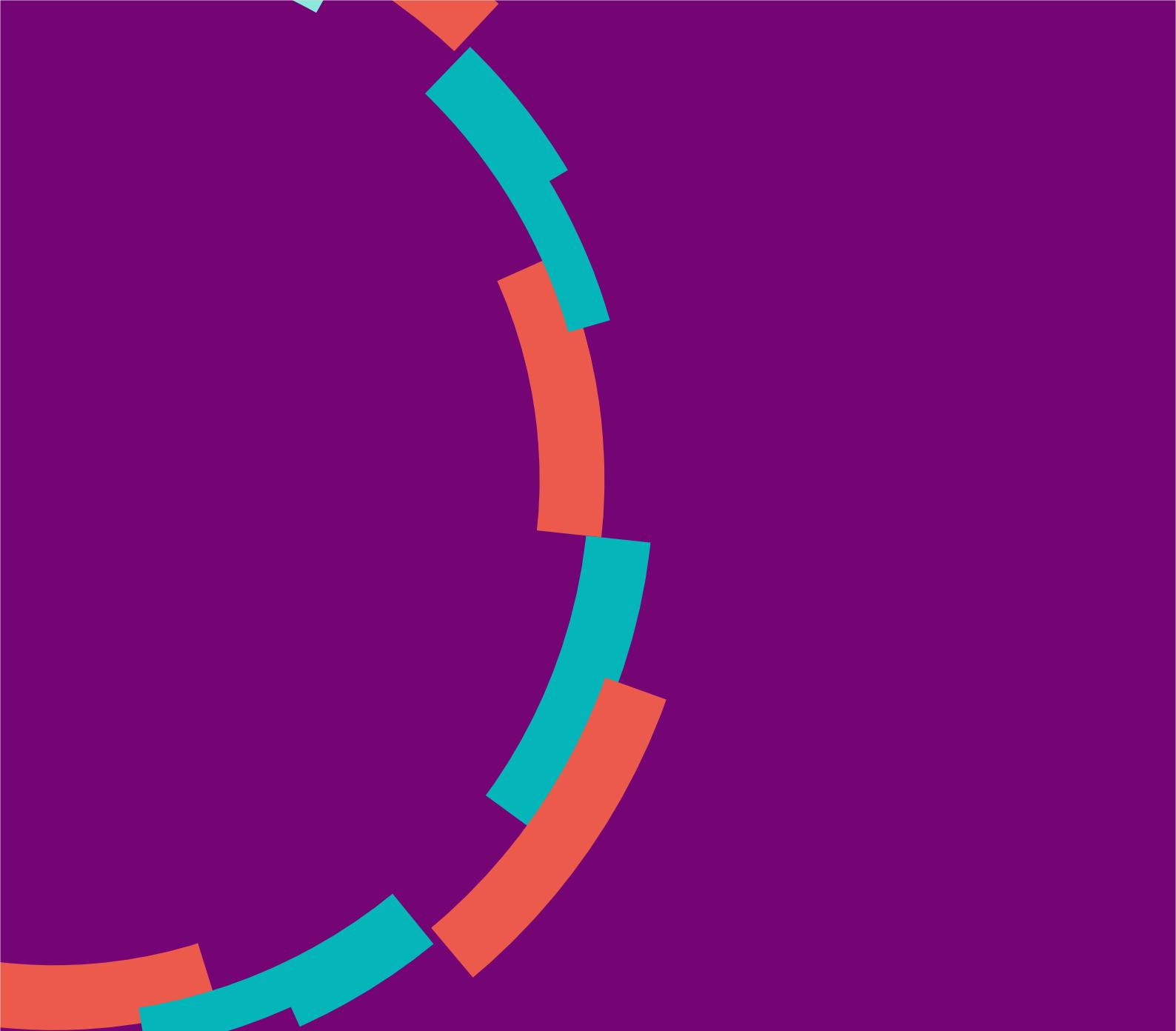
PARTY NAME	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
SUNDY CREDITORS-EXPENSES		
Aparna Dutt Sharma	10,561	10,561
Aj-Deep Services	600	600
Akash Tour & Travels	38,847	37,205
Ananca (Mumbai) Pvt Ltd	2,91,500	-
Ayshu Bhardwaj	-	35,000
Balmer Lawrie & Co. Ltd.	31,160	-
Bhambri Chopra & Pushkarna	54,000	54,000
Bharti Airtel Limited	10,969	10,969
Broadway Infotech (P) Ltd.	79,500	-
Central News Agency Pvt Ltd	180	687
Crescent Stationers	5,680	-
Destination Unlimited	6,637	6,637
Entertainment Network (India) Limited	1,55,642	-
Gopal Das Estates And Housing Pvt Ltd	18,756	29,152
Indian Infotech	24,457	-
Ishan Kumar	9,630	-
M/S J H Traders	-	490
Kapil Gupta & Associates	29,250	-
Krish Surgicals	-	1,155
Mohit Travels	12,844	12,844
M/s ARP Services	50,918	-
Raju Mahto	1,785	1,870
Rakesh General Store	11,300	11,300
Retail Impact	1,50,000	1,50,000
M/S Satyam Enterprises	-	45,022
M/s Sahni Bansal & Associates	51,939	-
Softgen Technologies Pvt Ltd	13,679	13,680
Strategic Design	2,28,560	2,28,560
StudioB	24,03,965	24,03,965
Swastik Enterprises	899	899
T V Today Network Limited	72,524	-
TOTAL (₹)	37,65,781	30,54,595
SUNDY CREDITORS -EVENTS/PROJECTS		
Apex Media And Marketing India	-	3,93,300
Broadcast Engineering Consultant India Ltd	33,34,548	16,67,274
Grammener Technology Solutions Pvt Ltd	-	24,93,120
Grant Thornton Bharat LLP	-	17,82,125
SAMPL Communications Pvt. Ltd.	57,88,974	-
TOTAL (₹)	91,23,522	63,35,819
GRAND TOTAL (₹)	1,28,89,303	93,90,414



(CA Deepak Chopra)
(Partner)
Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER F&A)



INDIA BRAND EQUITY FOUNDATION
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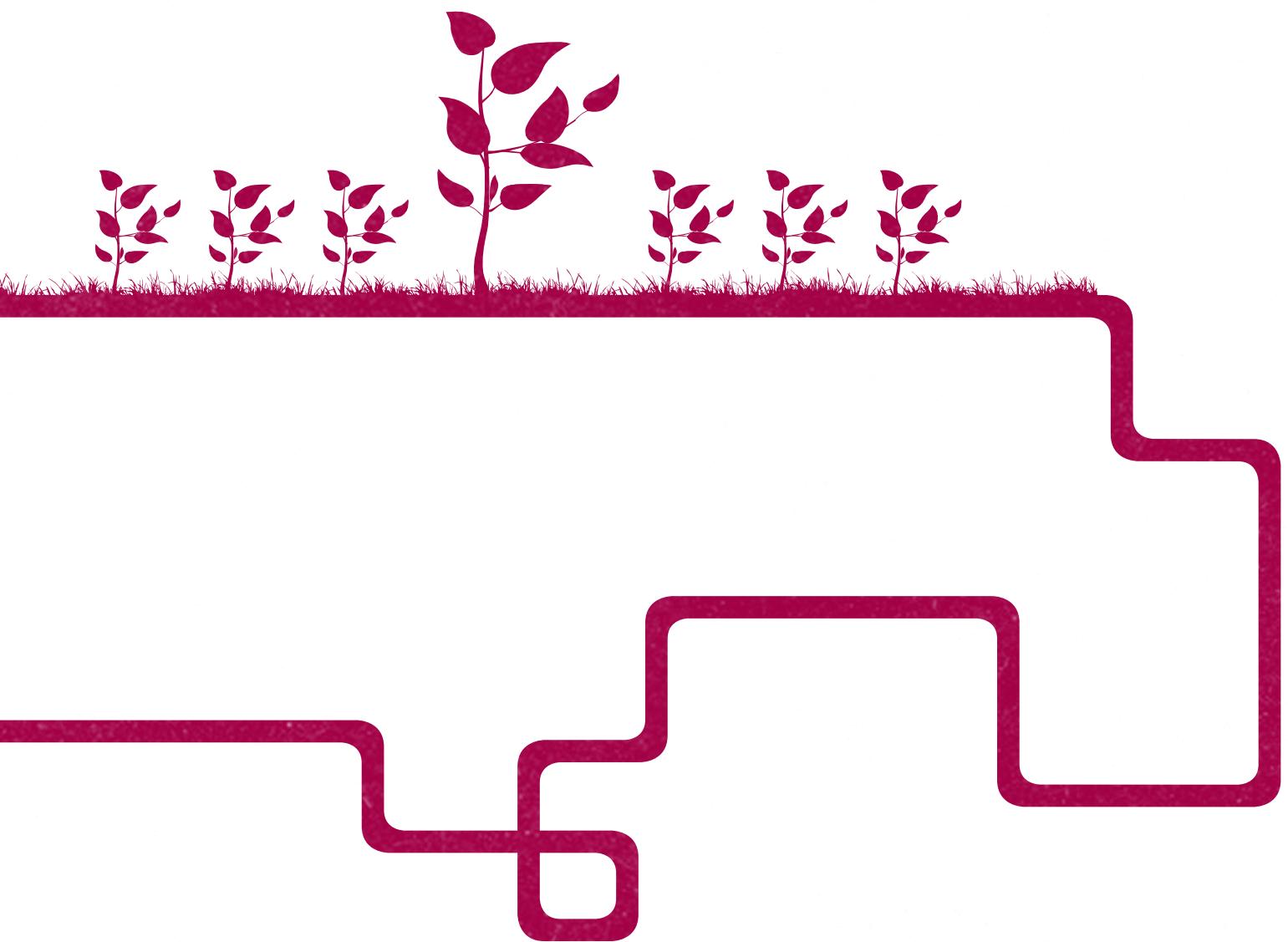




GrantThornton

An instinct for growthTM

The Indian startup saga



Foreword



Vishesh C Chandiok

National Managing Partner,
Grant Thornton India LLP

Prime Minister Narendra Modi recently launched an ambitious programme called Startup India Standup India. This was aimed at revolutionising and accelerating the startup revolution in India, which is already witnessing strong traction. There was an earlier era in India where manufacturing startups dominated in the 70s and the 80s, and these were supported through seed capital and soft loans by the development financial institutions (DFIs) both at the centre and the state level.

Entrepreneurs who were keen at setting up factories were supported in their endeavours and several companies which are today household names were beneficiaries of this ecosystem. To name a few Reliance, Biocon, Infosys etc. are some of the big names. However, the DFIs supported predominantly through loans and earned healthy returns when a company did well. Otherwise they ended up writing off the loans – a model that was unsustainable. While they did not make significant gains on successful companies, they lost money on failed ventures. As a result of this and subsequent economic liberalisation since mid-90s, we did not have a startup ecosystem.

In the past decade, we have seen the rebirth of the startup ecosystem with a more sustainable business model in the form of venture capital. This is now taking strong root in the tech related areas and we are now seeing the results of this in cities such as Bengaluru and Gurgaon. India's economic future lies in encouraging startups which will bring dynamism, new thinking and create jobs to the Indian economy.

Contents

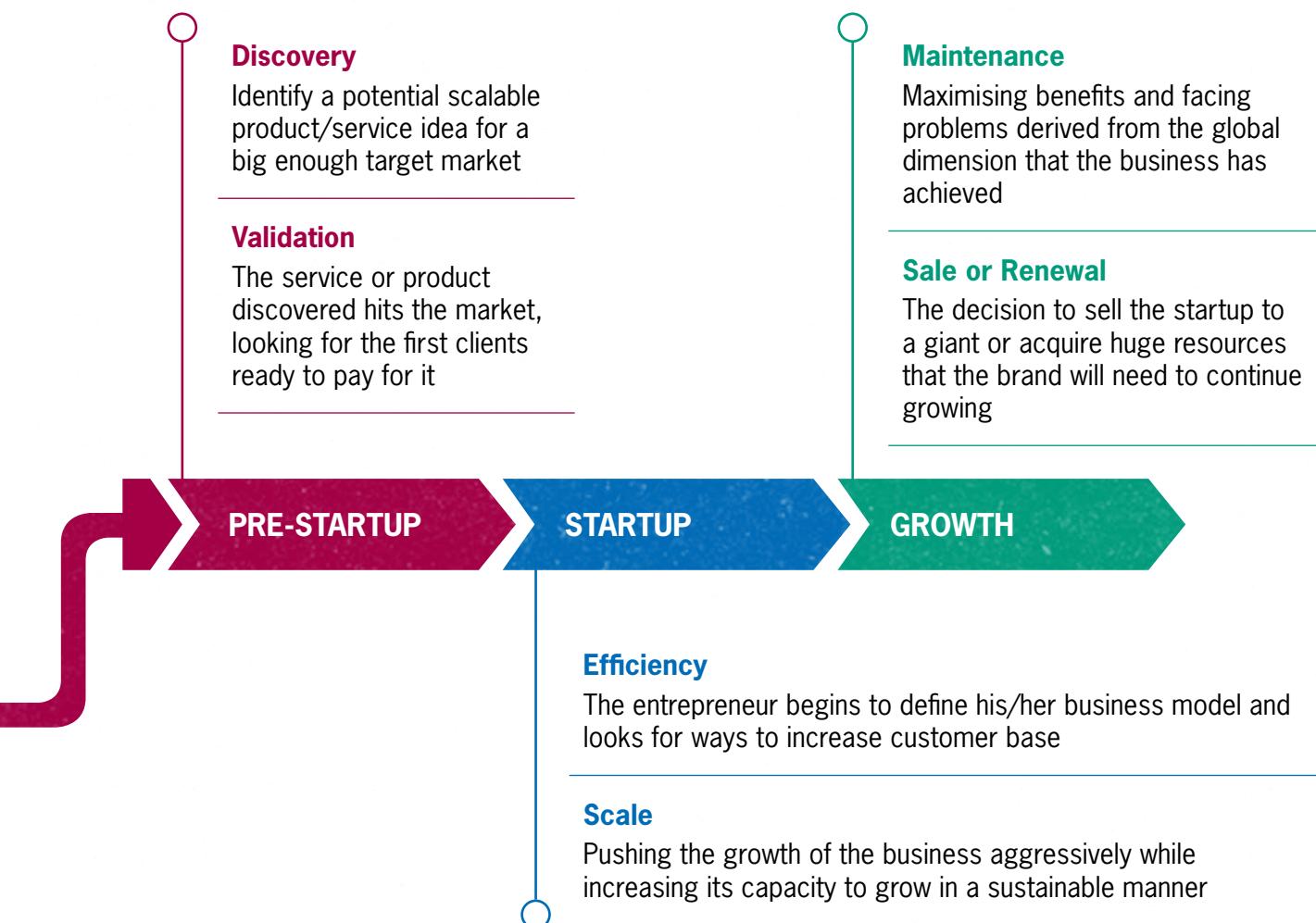
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2. India's startup ecosystem: fast facts	4
3. Deal analysis in startup ecosystem	8
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5. Challenges within the startup environment	17
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1. An overview

a. What is a startup?

Currently a clear definition of a ‘Startup’ does not exist in the Indian context due to the subjectivity and complexity involved. Considering various parameters pertaining to any business such as the stage of their lifecycle, the amount and level of funding achieved, the amount of revenue generated, the area of operations, etc, some conceptual definitions are available in the public domain. These have been sourced and enumerated below to provide an indicative understanding on the space to the reader. The Department of Industrial Policy and Promotion (DIPP) is also working around a clear definition for startups and is expected to make it public in due course.¹

b. Stages of the startup lifecycle

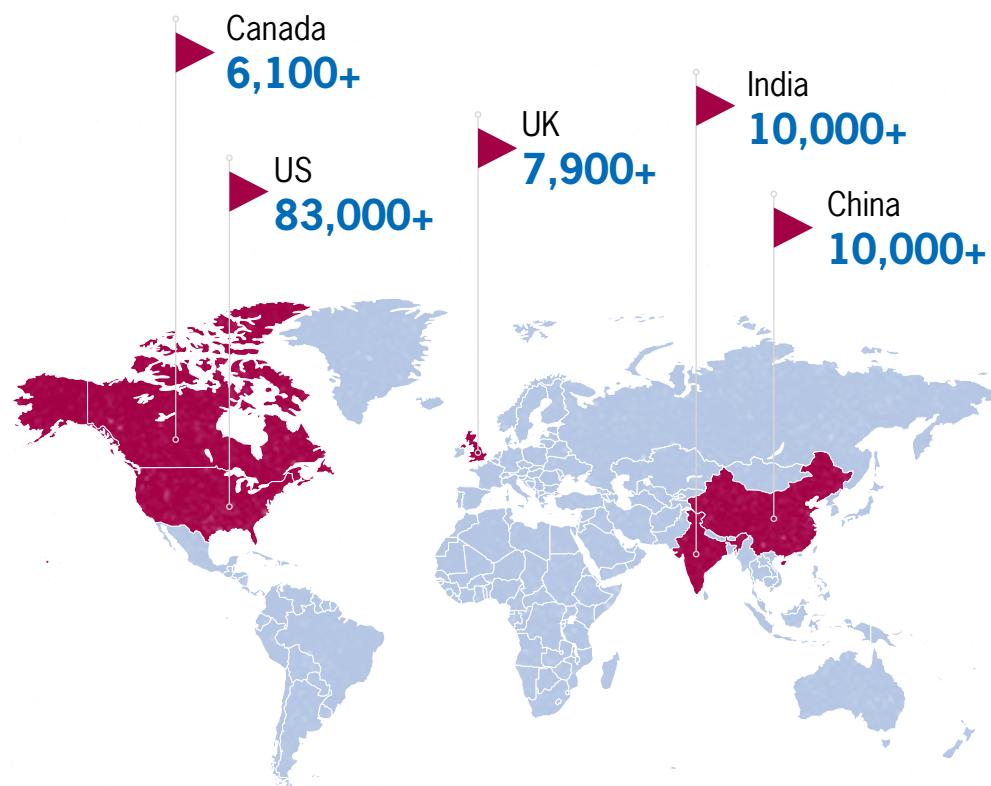


1. Startups India - An Overview, Grant Thornton & ASSOCHAM

2. India's startup ecosystem: Fast facts

The startups have been the cynosure within the Indian business environment over the last few years. This has resulted into the emergence of a number of home grown unicorns across the country. One of the major contributors leading to this development has been the mega funding that has been ploughed into most of these unicorns between the period 2007 and 2015. This has been in line with the global trend dominating the space. Even the aspiring startups have had a decent run during this period, where finding investors is usually considered a tough task. India comes across as a thriving under-penetrated consumer driven market with a scope for exponential growth. Internet penetration and its increasing importance will drive most of the businesses. On account of the consumer demographics, with China being out of bounds, India offers the largest pie of investment opportunity that the world is eyeing. This is despite the multitude of operational, regulatory and taxation issues that surround the business running environment in India.²

a. India is amongst the top five countries in the world in terms of startups



2. Startups India - An Overview, Grant Thornton & ASSOCHAM

However, 2015 has turned out to be a year offering a bit of a reality check to one and all. This realisation has now redefined the dynamics of the businesses to a great extent. The year also set the tone for the next stage in the evolution of the startup ecosystem. The larger problems plaguing the businesses, such as the unorganised and fragmented Indian market, lack of clear and transparent policy initiatives, lack of infrastructure, lack of knowledge and exposure, complications in doing business, etc. are at least now being identified as issues that need to be addressed. The framework and course of regulations need to be updated and adopted as the situation and circumstances demand. To create awareness and building an entrepreneurial environment, various stakeholders such as the government, corporates, educational institutions and others should join hands to build a better ecosystem for the youth. The government is already taking steps in this direction and we understand several initiatives would be rolled out in the times to come to make India into an impeccable startup hub.

b. Indian startup industry composition

Total startups

10,000 (approx.)

Startups

4,300 | 5,700

% Share

43% | 57%

New startups annually

800 | N.A

Sector concentration

E-commerce - 33%
B2B - 24%
Consumer internet - 12%
Mobile apps - 10%
SaaS - 8%
Other – 13%

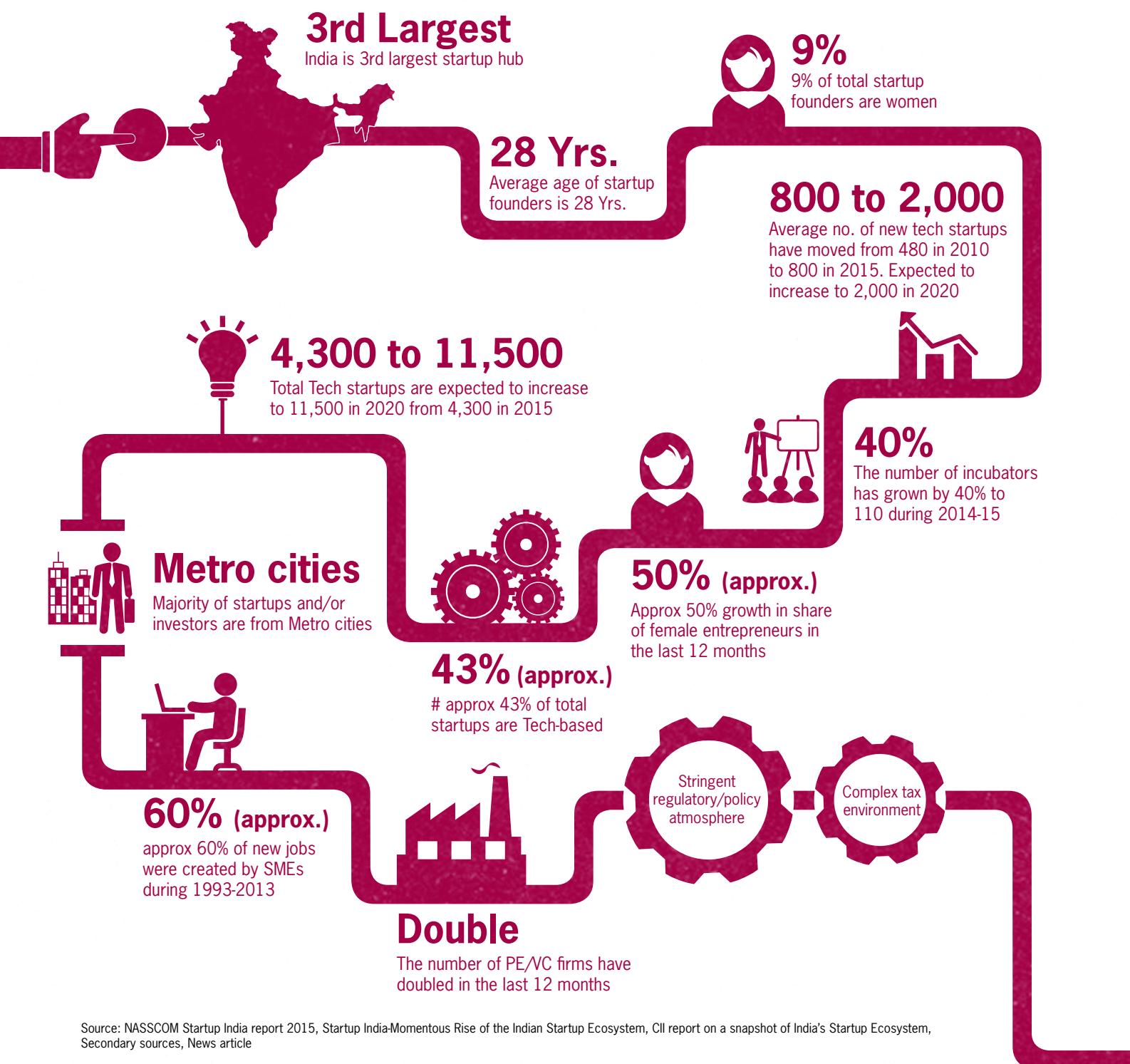
Engineering - 17%
Construction- 13%
Agri products- 11%
Textile - 8%
Printing & packaging – 8%
Transport & logistics - 6%
Outsourcing & support – 5%
Other – 32%

█ Technology based startups

█ Non-Technology based startups

Note: Non-tech based startups sector concentration is an outcome of a survey conducted by CRISIL on ~20% sample of micro, small, and medium enterprises 2013-14
Source: NASSCOM Startup India report 2015, Microsoft Ventures, Secondary sources, News article

Current state of Indian startups



India comparison

	India	China	Israel	Singapore	Japan	US
Total no. of startups (approx.)	10,000	10,000	4,750	N.A.	N.A.	83,000
Tech-based startups	4,300	3,400	4,000	N.A.	N.A.	48,500
Non-tech based startups	5,700	6,600	750	N.A.	N.A.	34,500
Set up a new business (Days)	30 – 60	30	13	2	10	4
Corporate tax rate	34%	25%	26%	17% (100% tax exemption for startups)	34%	39%
No. of Tax payments by businesses (p.a.)	33	9	TBD	TBD	TBD	11
Bank lending rate	10.3%	5.6%	3.9%	5.4%	1.2%	3.3%
R&D spending % of GDP (Est. 2014)	0.85%	1.90%	4.20%	n/a	3.40	2.80%

Source: World Bank, News articles, Gov. sites

The approximate number of startups in India (as depicted in the table India comparison above) is the same as that of China. This in itself, is indicative of the startup revolution that India has witnessed and the momentum being experienced in the space.

However, if one were to dig deep, high lending rates and corporate tax rates pose significant roadblocks for the industry's progress. Corporate tax rates as high as 34 percent affect the ease of doing business adversely. Conversely, tax friendly policies, absence of capital or dividend taxes and benefits to startups headquartered in Singapore from their 70 comprehensive Double Taxation Avoidance Agreements (DTAA), for instance, are initiatives which provide a taxation environment conducive to establishing startups³. According to the World Bank Doing Business in 2016 report, India's position has improved from 164 to 155 in terms of starting a business. This ascertains that India has become a better place for a business inception. However, beginning a venture is still a tedious process in India and it

takes 29 days and over 12 procedures to initiate a business⁴. In countries such as Israel, the number of days is virtually half as that of India and the scenario is better for other developed countries such as Singapore. In these developed countries, it takes as low as 2 days to begin a business. In addition to taking corrective measures in this direction, the tone also needs to be set right for other critical aspects such as lending rate and spend on research and development. The lending rate is virtually thrice as that of developed economies such as the United States and this calls for stringent action. Angel investors, venture capitalists and private equity firms have though provided respite in this regard, making the industry progress at a good pace over the years.

Furthermore, with the enthusiasm of Modi government visible through various initiatives such as the Digital India campaign, Make in India and the recent all-inclusive Action plan to boost startups, the business environment would certainly become conducive to invest and develop.

3. Source: Your story

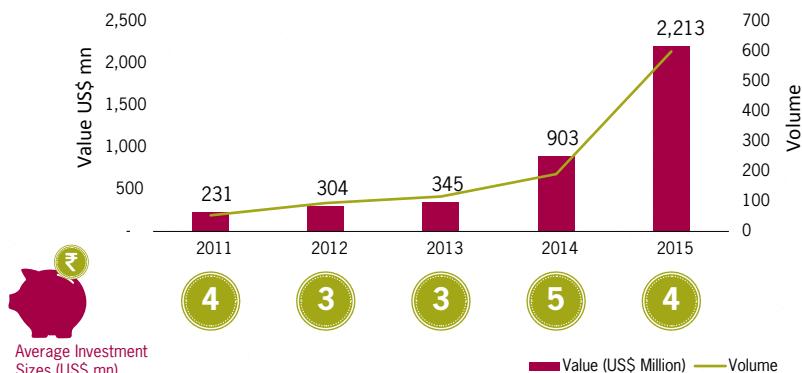
4. Source: World Bank report , Economic Times

3. Deal analysis in startup ecosystem

a. Startup investment round up

There has been a flurry of new startups and innovations in India in recent years. The Indian startup ecosystem has evolved, being driven by factors such as growth in number of funds/angels, evolving technology, higher smart phone and social media penetration, growth in incubators and accelerators, younger demographics etc. Recent government initiatives such as 'Start up India, Stand up India' India will only result in additional momentum in this space.⁵

2015 witnessed the maximum traction in this space with over 600 companies getting funding; more than US\$ 2 bn being deployed by PE and VC funds. Some of the top deals were Warburg Pincus' investment in Ecom Express, Rocket Internet AG and Goldman Sacs investment in Foodpanda and Tiger Global and SAIF Partners' investment in Little Internet.



In the earlier years start up sectors which were attracting funding was limited to information technology (IT) and consumer and retail sectors. However, recently there has been a huge influx of startups in other verticals such as discovery platforms, payment gateways, hyper local services, e-com logistics, healthcare, food tech, cab aggregators etc. All these in some way or other being allied to the consumer technology sector enabling e-commerce.

Out of the total deals in this period, two startups have received funding above US\$ 100 mn each while there have been five startup investments above US\$ 50 mn each. The above US\$ 100 mn transactions have occurred in 2015 which include Warburg Pincus' investment in Ecom Express (US\$ 133 mn) and two rounds of funding (cumulatively US\$ 290 mn) in Foodpanda.com (Pisces EServices Private Limited) by investors such as Rocket Internet, Goldman Sacs Falcon Edge and Phenomen Ventures.

5. Startups India - An Overview, Grant Thornton & ASSOCHAM

Over and above the US\$ 2 bn deals in the startup space, other top deals in the overall tech space in 2015 include the usual suspects i.e. investment of US\$ 700 mn in Flipkart by Sequoia Capital and Steadview Capital, US\$ 500 mn in Snapdeal by Alibaba, Softbank & others, over US\$ 1100 mn in Olacabs by a group of investors including Tiger Global, Softbank, DST Global etc. Other fairly large transactions include investment in Quikr, Jabong, Grofers, Shopclues, Pepperfry and Oyorooms which have received funding of more than US\$ 100 mn.

Investment momentum in startups have increased rapidly over the last five years with investment values increasing at a CAGR of more than 75 percent between 2011 and 2015 while investment volumes have increased at a CAGR of over 80 percent in the same period.

Investments above US\$ 50 mn include popular names such as Housing.com (US\$ 90 mn from Softbank), Hike Technologies (US\$ 65 mn from Tiger Global and Bharti Softbank Pte Ltd), Little Internet (US\$ 50 mn from Tiger Global, SAIF Partners and angel investors) and Netmeds (US\$ 50 mn from OrbiMed and MAPE Advisory Group).

According to our criteria, companies which have received investment at funding stages over and above Series B, have not been considered as startups. Since transactions at and below Series B funding typically have smaller ticket sizes, the number of high value investments in this period is subdued.

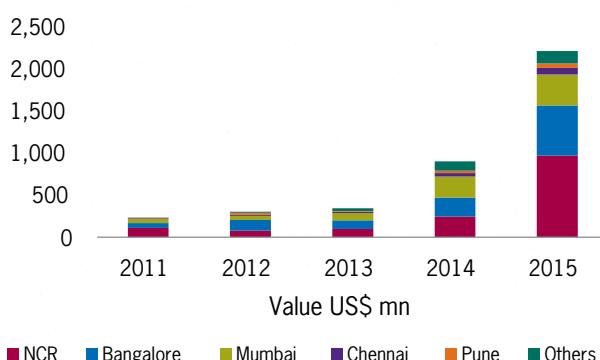
Average investments over the period between 2011 and 2015 have been fairly stable ranging from US\$ 3 to 5 mn. Therefore, even though deal volumes have seen an extraordinary increase from 2011 to 2015, the increase has been more pronounced in the seed/angel investments. However, there hasn't been a significant rise in average deal sizes in startup investments.

b. Geographies 2011-2015

The startup ecosystem continues to be concentrated in regions such as the NCR, Bangalore and Mumbai which together contribute to 87 percent of total investment value and 84 percent of total investment volume in 2015.

The national capital region (NCR) witnessed the highest investment activity, which gradually increased from 15 investments in 2011 to above 200 investments in 2015. As compared to 2014, which witnessed investment activity of US\$ 245 mn (across 52 deals), this year showed a 300 percent jump with investments of US\$ 972 mn (across 204 deals). Key startups that witnessed investments in 2015, in this region include Ecom Express (ECom Logistics), Foodpanda (FoodTech), Peppertap (Hyperlocal), Rivigo (Ecom Logistics) and UrbanClap (On-demand services). NCR contributes to 27 percent of the total value and volume of investments in 2014 where as in 2015 NCR contributed to 44 percent of the total value and 34 percent of the total volume of investments.

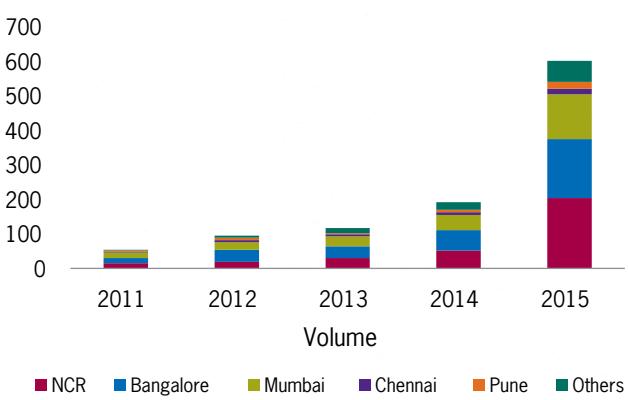
Geographic Break-up Values (US\$ mn)



Mumbai has also seen significant traction in the investment activity. Investment volumes grew by almost 200 percent year-on-year to about 130 investments in 2015. The value of investment grew to US\$ 366 mn in 2015 from the earlier US\$ 253 in 2014. However, this growth has not been substantial (45 percent year-on-year) as compared to the growth in volumes. In 2015, the city witnessed few big ticket transactions compared to other regions with the top companies such as Culture Machine (US\$ 18 mn), TinyOwl (US\$ 16 mn), CredR (US\$ 15 mn), GOQii (US\$ 13 mn) and Coverfox (US\$ 12 mn) receiving investments of less than

Investment activities have also been on the rise in the IT hub of the country – Bengaluru, where investment values in 2015 have grown by over 160 percent year-on-year. While the number of transactions have been fairly high (59 deals in 2014 and 171 deals in 2015) investment values have been at US\$ 596 mn due to the absence of any big-ticket investments (above US\$ 100 mn). Key startups that attracted investor attention in 2015 from this region include Little Internet (Discovery platform), Portea Medical (Consumer HealthTech), Blackbuck (Ecom Logistics), HouseJoy (On-demand services) and Swiggy (Food Tech). Bangalore contributes to 25 percent of the total value and 31 percent of the total volume of deals in 2014. Compared to this, in 2015 Bangalore contributed 27 percent of the total value and 28 percent of the total deal volumes.

Geographic Break-up Volumes



US\$ 20mn each. Mumbai contributed to 28 percent of the total value and 23 percent of the total volume of deals in 2014 whereas in 2015 Mumbai contributed 17 percent of the total value and 21 percent of the total volume of deals.

2015 witnessed renewed traction in upcoming regions such as Chennai, Pune, Jaipur (major deals in these geographies for the last five years include Netmeds - Chennai (US\$ 50 mn in 2015), ZoRooms - Jodhpur (US\$ 30 mn in 2014), VeloCloud - Chennai (US\$ 21mn in 2014), Allygrow – Pune (US\$ 20 mn in 2015) and Arkin Net Inc- Pune (US\$ 15 mn in 2015)).

4. In the spotlight

While startups are present across multiple sectors. In 2015, certain sectors have however seen more startups than the others and some of these sectors are analysed below:



a. Consumers (Food Tech; Retail; Real Estate; Apps and Tech; Discovery platforms and On-demand services; Coupons and Deals; Hyperlocal Delivery; Travel and Transport; Social Platforms)

Key Trends

- Hyper local has been revolutionised. The local grocer along with the plumber and food delivery boy has now become tech savvy. Some of the examples include:
 - Companies like Amazon, Ola, Flipkart, Snapdeal, and Paytm entered the hyperlocal grocery services as well.
 - Swiggy covered all the Tier I cities after venturing to Chennai.
 - Since the launch of home services provider Housejoy in January, the company went from 40 orders a day to 4,000 in 10 months, while its competitor Urbanclap received 3000 vendors in Mumbai alone.
 - Even offline shopping was made easier by Shopsity, a discovery platform, and digital payment provider Momoe ventured beyond restaurants, into grocery stores, spas and salons, and apparel stores.⁶
- Omni channel is as well witnessing a surge. Taking hyperlocal services to the next level, Omni channel strategies brought offline players into e-commerce spectrum. Omni channel retail gave more inclusivity. Customers can discover online and get the products from the brick and mortar stores.⁶
- Several Indian languages went online with these startups. For example: Local e-commerce startup Storeking, which functions exclusively with local languages, partnered with wallet services provider MobiKwik to enable expansion. Classifieds platform Quikr is also available in seven languages now.⁶
- Tier II cities are now getting significant focus and are not secondary anymore. For example:
 - Faaso's went to Tier II cities such as Baroda and Ahmedabad, thus making its presence in total 10 cities.
 - Online grocery service Grofers, now present in 8 of the Tier II cities, has made its presence in a total of 18 cities.

- Auto rickshaw aggregator and on-demand grocery provider Jugnoo even announced its launch in Tier III city Udaipur.⁶
- Real Estate is witnessing a change in technology as both the agents and customers can now access real-time information in cloud-hosted databases, and collaborate more effectively based on a common system of record.⁶
- New entrants like Zo Rooms are accelerating as they offer an innovative technology for the unbranded hotels. A majority of them are not sophisticated enough to manage their online listing, bookings and customer reviews. Also, they don't have sufficient clarity on the essential requirements of today's tech-savvy budget traveller.⁷

USPs

- The opportunity window for online retailers is huge. The main reasons behind that is the rapid urbanisation, rising literacy levels, increased smartphone penetration, a larger young generation and rapidly growing access to the internet.⁸
- Growing awareness about different cuisines as well as innovations in the process of food making, e.g. Gastronomy has led to the rise in the demand for variety of foods and this provides for great expansion opportunities for the food startups.⁹
- The travel and transport sector has not only been limited to providing taxi services, but has expanded to make it easier for the logistics companies, as they adapt to new technologies.⁶
- Online real estate websites have gained consumer confidence as brokers are eliminated in the process of searching a property. Several of the websites verify the listing by the owner/builder themselves by visiting the place.

6. Start-up trends that rules India in 2015

7. Tech Crunch

8. Your Story

9. Retail Ecommerce Sales In India 2014 – 2018 ([Link](#))

Location Concentration

- In all the consumer sub-sectors, most startups have emerged from Tier-1 cities. Bengaluru, Delhi NCR and Mumbai. The top emerging cities include Chennai, Pune, Hyderabad, Ahmedabad and Jaipur.¹⁰

Funding Trends¹¹

- Total Investments in Transport, Travel & Real Estate: US\$1.1 billion
- Number of Startups Funded: 450+
- Total Investments in On - demand, Hyperlocal & Logistics: US\$500 million
- Number of Startups Funded: 150+
- Total Investments in Apps & Tech: US\$180 million
- Number of Startups funded: 400+

New Entrants

- Bundl Technologies - Swiggy.com
- Truly Madly Matchmakers - TrulyMadly.com
- Zostel Hospitality - Zo Rooms
- Delhivery
- UrbanClap



b. Enterprise Application (BigData Apps; E-commerce Enablers; Retail Tech; Sales and Marketing Tech; HR Tech; SaaS; Loyalty and Customer Management; Enterprise Resource Planning; Business Intelligence)

Key Trends

- Initially started out as a pro-bono service familiarise people with the market offerings, the startups monetise their business model finding multiple beneficiaries and advertisements.
- Partnerships with technology providers has helped startups add credibility to their names and increase client base.

USP

- Enablement solutions support other startups in the eco system and hence there is a demand.

Location Concentration

- Though the tech support enterprise applications have been concentrated in South India, places like Pune and Gurgaon are also coming up with a host of new entrants in that space

Funding Trends

- The amount invested in the sub-sector is upwards of US\$100 million in 2015.
- Many of the companies have been funded by Angel investors.

New Entrants

- LogiNext Solutions - loginextsolutions.com (BigData Apps)
- MoEngage India (Business Intelligence)
- SellerworX Online Services (Ecommerce Enablers)
- DoPoints Marketing Services - Sunday Realty Solutions (Enterprise Mobility)
- Pivoting Softwares - Gridle (ERP)
- Belong Technologies India - Belong.co (HR Tech)
- Customer Labs Digital Solutions (Loyalty and Customer Management)
- Arkin Net Inc (Retail Tech)
- WizRocket Technologies (SaaS)
- AgentDesks (Sales and Marketing Tech)

10. iamware

11. Start-up India: Moment of Rise of the Indian Start-up Ecosystem, NASSCOM



c. Fintech (Payments; Mobile Payments; Crowdfunding; Consumer Finance; Banking Tech; Insurance Tech; Fraud & Risk Management)

Key Trends

- The existing payments ecosystem offers an opportunity to expand the present market segment. FinTech startups are well aware of the need to revolutionise the financial services and to take advantage of the opportunity to create innovative services to transform the current system into an efficient, effective, and inclusive one.¹¹
- Consumers are increasingly making purchases straight from their phones. This has led to increased mobile transactions and consumers expect a frictionless transaction.¹²
- People in the age group of 18-24 years have the attention of finance companies and this generation prefers mobile banking than actually visiting a bank branch physically.¹²

USPs

- Point-of-purchase will increasingly shift from an “e-commerce site” to just about everywhere online platform increasing the online payments.¹²
- Alternative lending platforms have lower cost structures as a result of being virtual than brick-and-mortar, and use more technology than manpower to determine creditworthiness. This means that they can pass these savings to depositors in the form of higher interest rates, even for loans with equal risk.¹³
- FinTech companies give investors unprecedented access to almost every asset class.¹³

Location Concentration

- Majority of these FinTech companies are located in the Tier 1 cities namely Mumbai and Bengaluru.

Funding Trends

- There has been an approximate investment of US\$70 million in 2015.
- Majority of these startups have been funded by angel investors.

New Entrants

- Bestdealfinance.com
- Lendingkart Technologies - Lendingkart.com
- Ketto Online Ventures
- Coverfox Insurance Broking
- Backwater Technologies – Chillr
- Razorpay Software
- Momoe Technologies

11. Start-up India: Moment of Rise of the Indian Start-up Ecosystem, NASSCOM

12. CrowdFunder.com

13. Iamwire.com; India in Business, Ministry of External Affairs



d. Healthcare (Consumer Health Tech; Health Tech)

Key Trends

- There is a significant demand in the quality of healthcare services in Tier II and Tier III cities which states that the people are recognising the need for specialty-care. The overall Indian healthcare market today is worth US\$ 100 billion and is expected to grow to US\$ 280 bn by 2020, a compound annual growth rate (CAGR) of 22.9 percent.
- Online healthcare (Tele-medicine and Tele-Radiology) has increased the communication amongst multiple people. These startups connect healthcare providers with patients, and in a country like India where there is a rampant problem of uneven spread of doctors, such companies help in a major way. According to the World Bank, there are only 0.7 doctors per 1,000 people in India, and therefore, there is an acute shortage on the supply side.¹⁴
- There is a growth in adoption of technology amongst doctors across diverse spectrum, which will enable them to deliver quality consultation to their patients.
- There is also significant advent of wearable medical devices and lifestyle tracking devices and applications.

USPs

- Health industry remains under-penetrated by technological innovation, thereby providing multiple opportunities for the new entrants.
- Healthcare portals are making it possible for people to browse through top doctors, read patient feedback and book their next doctor's visit with the click of a button.¹⁵

Location Concentration

- Majority of these healthcare companies are located in the Tier 1 cities namely Mumbai, Delhi and Bengaluru.
- However, there is a demand for these companies in Tier-II and Tier-III cities as well.

Funding Trends

- There has been an investment of upwards of US\$135 million in 2015.

New Entrants

- Net-Meds Marketplace - Netmeds.com
- GOQii Technologies
- Lybrate Inc
- Medwell Ventures
- Welcome Cure

14. Iamwire.com; India in Business, Ministry of External Affairs
15. Business Standard



e. Logistics (Consumer Logistics; E-Com Logistics)

Key Trends

- Significant interest has been towards the growing concept of hyper-logistics, which essentially involves technology enabled services to link local retailers with the end consumers.¹⁵
- A new and upcoming trend includes P2P (Point-to-Point) shipping. It is a model for getting the personal parcel delivered at the shortest time possible from any part of the world. Such platforms are breaking the barriers of delivery from overseas location by connecting a traveller (from across the globe) who is ready to earn some more money by delivering the product to the seeker. The model is operational for both domestic and overseas delivery.¹⁶
- A recent trend has been around the intra city logistics. Startups like trucksfirst, Moovo, the Karrier and Shippr have launched an intracity logistics aggregator platform. It acts as an exchange platform for cargo owners and transporters¹⁶

USPs

- The growth of E-commerce is directly related to the growth of logistics. It is estimated that in 2018, online retail will be a US\$18-billion industry in India while in 2019, e-commerce logistics will be a US\$2-billion industry.¹⁷
- Tier II and Tier III cities have the maximum expansion potential for logistics companies. These cities across India are now receiving over 2,600 deliveries per month.¹⁸

Location Concentration

- Tier I cities are the preferred location for the logistic companies. Majority of the companies are located at Mumbai, Bengaluru and Gurgaon.
- However, there has been recent inclination towards Tier II cities as well.

Funding Trends

- There has been an approximate investment of US\$270 million in 2015.

New Entrants

- Shadowfax Technologies
- Carthero Techonoligies – Roadrunnr
- NAXR Logistics - Parcelled.in
- Pickingo Logixpress
- Pickrr Technologies
- Ecom Express

15. Logistics in 2015
16. Economic Times
17. Your Story
18. Silicon India



f. Enterprise Infrastructure (Enterprise Security; Cloud Infrastructure; Enterprise Mobility; Data Analytics, Management and Infrastructure; Platform as a Service (PaaS); Specialised Infrastructure Solutions)

Key Trends

- Security breaches and data leakage will continue to trouble companies of all sizes. These new threats need to be quickly answered quickly by a new defence system. The new entrants providing enterprise infrastructure offer next-generation security architectures which integrate discrete security systems into a platform.¹⁸
- Unlike the PC market, the mobile device market (handsets and tablets) will not be dominated by Microsoft. There will be at least two to three platforms across the globe. This mobile diversity provides startups with more flexible and open management systems. Additionally, this will lead to richer applications and more focus on their usability, rather than larger and cumbersome applications.¹⁹
- The Internet of Things (IoT) is another upcoming trend which is estimated to be made up of 26 billion devices by 2020. Additionally, industrial control systems are rolling out IP all the way to the control and measurement points. As of now, these networks are separate and individual.¹⁹

USPs

- Data infrastructure used by the startups enables apps to take advantage of scale out systems and which is beyond what traditional SaaS applications provide.¹⁹
- Business intelligence applications used by the companies have started to transition from an OLAP data source in a relational database to a new type of service that connects different data sources from social networks, third-party apps and other sources.²⁰

Location Concentration

- A significant majority of the companies are located at Bengaluru.

Funding Trends

- Together there has been an investment of approximately US\$45 billion in 2015.

New Entrants

- Zapstitch Technologies (Cloud Infrastructure)
- Cube26 Software (Enterprise Mobility)
- Mad Street Den Systems (Data Analytics, Management and Infrastructure)
- Allygrow Technologies (Specialised Solutions)
- Julia Computing (Enterprise security)

18. Silicon India
19. Tech Crunch
20. Your Story



g. Education (Education Tech; Collaborative and Cognitive Learning)

Key Trends

- The education system has changed drastically and there are now interactive textbooks and a rise of web-based research and gamification.²⁰
- Teachers now have access to multiple IT tools such as podcasting, virtual classroom and voice recording in order to engage better with their students.
- There has been a shift in pedagogy. Videography is now being used for content delivery such as sports and lab experiments etc. Most edtech companies use technology to compress data so that the video streaming or pre-recorded video files can be sent over slow connections.²¹
- Digital learning has now been made a part of the regular learning process and this is done through 3D content and learning management systems (LMS) with AI interface.

USPs

- There is a huge potential for expansion by ensuring that the technology is reaching Tier II and Tier III cities. And with innovations, edtechs are offering HD quality videos at 100kbps speed.²¹
- Spending on education is something that parents are unwilling to skimp on and amongst others, coaching for IIT engineering has highest of per capita spending (around Rs 75,000 per head). Offerings such as education through an online platform significantly reduce the costs for

parents and opens up a huge potential market.²¹

Location Concentration

- Following the same pattern of other sectors, edutech companies are majorly located in Tier I cities. However, their location is not a constraint as they offer their services to Tier II and Tier III cities using innovative internet technology.

Funding Trends

- These edutech companies have an approximate funding of US\$40 million in 2015.
- Majority of these startups have been funded by Angel investors.

New Entrants

- Toppr.com - Haygot Education
- Vedantu Innovations
- Next Door Learning Solutions – Onlinetyari
- SpringBoard
- Beyond Horizons EduConnect - MeetUniv.com

20. Your Story
21. Times of India

5. Challenges within the startup environment

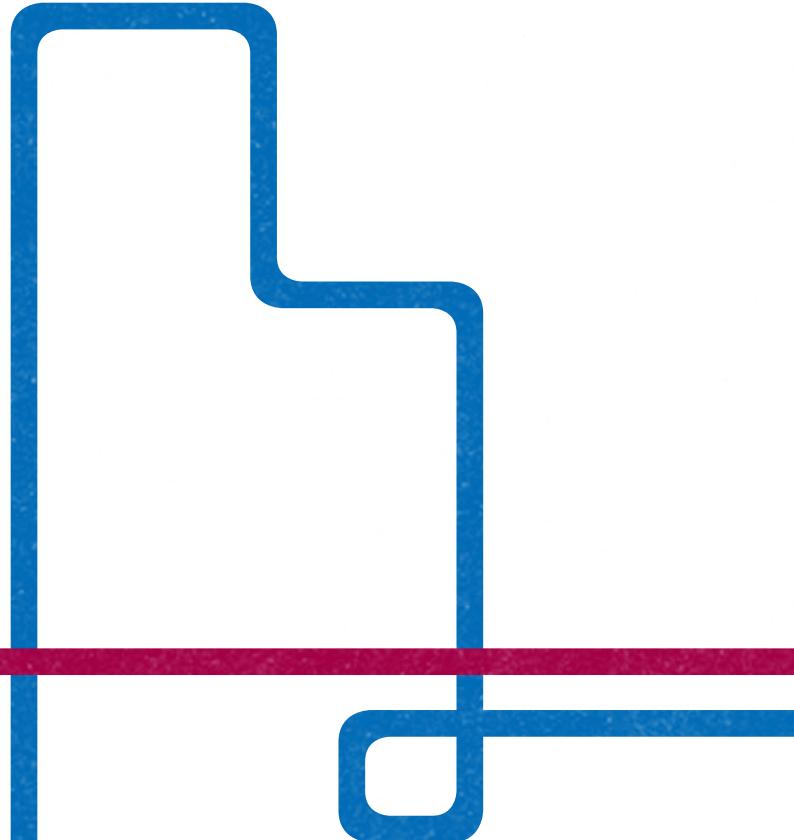
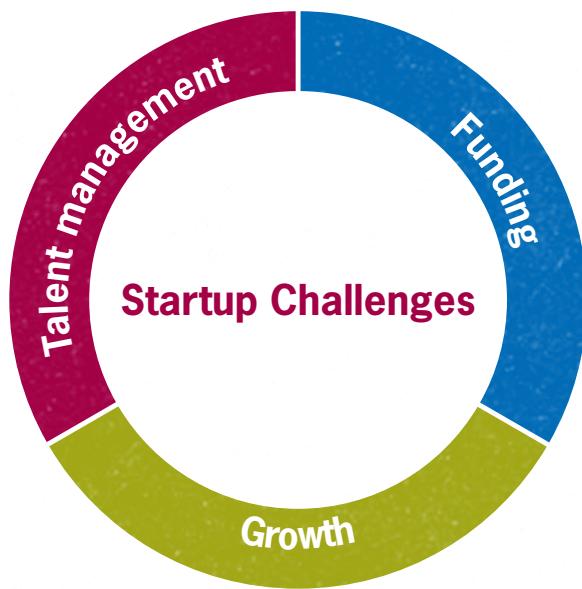
The 2016 World Bank Ease of Doing Business (out of 189 economies) ranks India at 130 where starting a business rank for the country is even lower at 155.²²

Policies and regulatory environment has been criticised for starting up business in the country. Taxation, multi window clearances, red-tapism and bureaucracy are some of the issues associated with the country. Moreover, historically the government's role has been fairly limited to providing the

funding in terms of grants and loans but recently with the Prime Minister Narendra Modi's government, it is taking up a more active role enabling the right environment for this sector.

According to a survey by Internet and Mobile Association of India (IAMAI) industry body, growth, talent management and funding are the top three challenges faced by startups

Overview of challenges



22. IAMAI and IMRB joint survey findings, afaqs website

a. Talent:

- For a startup in India, it is difficult to attract and hire the right talent and skilled workers at a time when the economy is witnessing a booming private sector with a plethora of multinationals setting shop and hiring talent
- Culture issues associated with taking risks and dealing with failures have prohibited people from venturing out with an entrepreneurial spirit. People are conscious about risks and rewards, India being a price sensitive market. In addition, not everyone is flexible enough to work in a startup
- A startup often cannot match the compensation packages offered at larger companies nor is a startup job seen as a steady one

b. Funding:

- Challenges in raising funds remain the primary concern, especially during the starting stage, given no credit history or track record of the company. Also, there is limited number of credit rating firms for small and medium enterprises
- Over the past few years, investors have put in billions of dollars into hundreds of startups, many of which have grown into thriving businesses. However, many analysts believe that raising funding in later stages of business could become difficult to sustain their operations.
- Many Internet companies delay putting in efforts for revenue generation and focus more on raising investment from different channels. As a result, once the funding halts, trouble looms large with low revenue figures
- Effective cash management is an issue in the short and long term. Cash being the primary channel of payment, electronic payments are still not popular owing to absence of complete penetration to Tier 2 and Tier 3 cities.

- Flawed business models and revenue strategies lead to failure of many startups
- Government and private sector investors have funds through investment channels but such funding is not available for all forms of businesses. For such startups, the biggest problem is to gain investor trust and appropriate funding

c. Growth:

- Appropriate IT infrastructure is a current need given growing number of consumers coming online. Without an impetus to the right and timely technology in the country, growth of businesses will not happen. Cyber risks and lack training of employees on security platforms are acting as roadblocks for startups to prosper
- Mentorship of talent is very important as a lot of these startups are having a young workforce with some very unique ideas that need direction for reaping effective results. There is lack of formal mechanism to mentor startups in the country and help them grow beyond the setup stage
- Lack of an effective branding strategy is another issue that hampers startups from flourishing speedily
- Indian market is highly unorganized and fragmented, acting as a big hurdle for startups to succeed
- Lack of awareness of potential that exists for their startup businesses prohibits growth

Some of the other challenges in this sector include managing business with intense competitive environment, maintaining a sustainable business, technology design, regulatory framework, and intellectual property rights. According to the IAMAI survey, issues such as regulatory framework and monetisation of business model are not bigger concerns for startups as compared to the primary problem of raising funds.

6. Opportunities

- **Demographic factors:** According to the latest UN report India with 356 million 10-24 year-olds have the largest concentration of youth population despite having a smaller population than China. India has a large domestic market and can be considered as a test bed before going global. The large population has also led to a consumer expenditure growth, which has in turn has propped up supply and production²³
 - **Government support:** Prime Minister Narendra Modi envisions India to be in the top 50 of the World Bank Doing Business ranking report as a part of his campaign to re-energize business and attract foreign investment. Currently, the country stands at 130th rank (out of 189 ranked economies). With the present government focused on making a difference in the country's outlook, lot of opportunities exist even for the startup sector. On 16 January 2016, the Modi government announced capital gains, income tax sops for startups under its Startup India Action plan 2016. The Start Up India mission envisages promoting technology business incubators and creation of research parks. Also the Human Resource Development Ministry and the Department of Science and Technology are partners in an initiative to set up over 75 startup support hubs in the National Institutes of Technology (NITs), the Indian Institutes of Information Technology (IIITs), the Indian Institutes of Science Education and Research (IISERs) and NIPERs or National Institutes of Pharmaceutical Education and Research.
 - **Internet Usage:** Indian market provides tremendous opportunity for startups and brands willing to innovate. Internet penetration is high in urban markets and among professionals internet has become useful for innovations of startups & brands. As of 2014, India was the third-largest online market with more than 198 million internet users, ranked only behind China and the United States, 38 percent of those who use the internet at home or at work come from the 25-34 age bracket.
 - **High mobile penetration:** India's tele-density reached 76.55 percent with a subscriber base of 95.76 crore (2014). Growth in mobile penetration is transforming the way businesses and consumers communicate and work with increased productivity. For example, startups that develop mobile apps now have an ever increasing market to cater to.
 - **Rising number of global incubators:** Startup incubators are companies that assist new startups in their initial phase of development by providing various services. Incubators share both tangible and intangible resources such as equipment, office space, services such as accounting, computing and legal services. They also assist startups in raising startup capital and perform various networking activities to reduce the financial burdens and resource issue. Incubators help entrepreneurs in building sustainable business environment while benefiting the broader corporate communities.
 - **Easy access to funding:** The capital required can be accessed through various sources like VC/PE, Angel investors, banks, financial institutions and incubators. Entrepreneur group is supporting the development of other startups. M&A is witnessing increased momentum in India.
- Education:** The state and central government is trying to tackle these issues by pumping almost INR 310 billion (approx. USD 5.7 billion) into improving school infrastructure and recruiting teachers. **Right to Education Act** is enshrining the rights of all children to free and compulsory education, increasing the enrolment and attendance levels.

23. Grant Thornton ASSOCHAM report, Startups in India – An overview; Action Plan January 16, 2016, The Hindu; iamwire

7. Current regulatory environment and initiatives

Reforming the regulatory ecosystem for startups



Harish HV

Partner,
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The Government of India and some state governments have woken up to the potential of startups to create significant value, employment and India specific solutions. The governments are now looking at reforming the regulatory system. The Startup India Action Plan was the first step in doing so. Karnataka had announced a startup policy earlier and other governments such as Rajasthan are also working on or have already announced policies for startups.

The key driver behind these is the two-pronged strategy: It encourages entrepreneurship and also removes operating hurdles which are unnecessary and add to the costs and proves to be an impediment for startups. The other benefit is that the approach stems the exodus of startups which are Indian but re-domicile to other favourable jurisdictions. This I call as intellectual property drain.

The regulatory environment in India has undergone a lot of reforms since liberalisation at the macro level. But at the operating level it is still suffering from myriads of rules and laws. Some of these regulatory procedures are archaic and take the energy away from the business of creating value. A lot of this stems from our past stance of socialism, suspicion of business and equally important the tendency of some to take advantage of these rules against the spirit of legislation. The notion among the lawmakers that someone will misuse the liberalisation leads them to create more stringent rules and norms that become hurdles. This is also driven by the lack of punishment. Just as an example, a couple of Chinese companies who ran Ponzi schemes were caught and the promoters were hanged to death. I am not advocating capital punishment but in India we rarely see any punishment and hence there is not much deterrence and bureaucrats create rules.

The other is the push by investors to relocate the companies out of India due to the regulatory environment, lack of ease of doing business, unpredictability of the tax regime etc. This is taking away a lot of our successful startups outside India. We are presently at a situation where a startup begins in India and if it starts creating significant value, (which is usually between 20-25 percent of the startups only and the rest fail or unable to scale) there is pressure and most of them then relocate outside India. We are going to be left with the 75 percent in India. Most of the value creating startups will end up outside India.

Fortunately, the Government of India, Reserve Bank of India (RBI) and Securities and Exchange Board of India (SEBI) have realised the potential and the pain areas relating to many of these and are working to resolve the issues. All three have announced measures relating to startups, thanks to the engagement or organisations such as ispirit (I have been a part of this personally) that are meant to educate them on the issues and potential, and nature the startups. The process is underway. However, much more needs to be done and we are confident that these would come in the weeks and months to follow. I hope that these measures will be used in the right spirit and people will use it in the spirit in which it was created and not misuse them. This would propel further simplification, rationalisation and other incentives from the Government.

a. Current Policies and Initiatives²⁴

Initiative	Commencement	Description
Make in India	September 2014	<ul style="list-style-type: none"> The intent of the campaign is to attract foreign investments and encourage domestic companies to participate in the manufacturing, thereby contributing to the country's growth story. To promote manufacturing sector, government is giving impetus in the form of single-window clearances, minimal procedures & cutting out of any red-tapism to set up businesses
Standup India	August 2015	<ul style="list-style-type: none"> The campaign aims at promoting entrepreneurship among women and scheduled castes and tribes. Some of the salient features include: Loans under the scheme would be given for greenfield projects in the non-farm sector Intention of the scheme is to facilitate at least two such projects per bank branch The scheme is expected to benefit at least 250,000 borrowers in 36 months from the launch of the scheme.
Digital India	July 2015	<ul style="list-style-type: none"> The vision of the program is to transform India into a digitally empowered society and knowledge economy The program aims to ensure that government services are made available to every citizen through an online platform. Private sector has committed funds at the launch of this initiative to fund new ventures, representing a huge business opportunity for startups.
Micro Units Development Refinance Agency (MUDRA)	April 2015	<ul style="list-style-type: none"> The Indian government launched Mudra Bank to boost the growth of small businesses, manufacturing units and small entrepreneurs The bank would provide credit facility of up to INR 50,000 to small businesses, loan of up to INR 5 lakh to little bigger businesses and loan of up to INR 10 lakh to the MSME sector at low rates In January 2016, the Union Cabinet gave approval for the conversion of MUDRA Ltd to MUDRA-Small Industries Development Bank of India(SIDBI) and for the creation of a credit guarantee fund for MUDRA loans The MUDRA scheme is expected to benefit 1.73 crore people
India Aspiration Fund	August 2015	<ul style="list-style-type: none"> The finance minister also announced the India Aspiration Fund to encourage the startup ecosystem and allocated INR 400 crore to various venture funds. He also launched another program called SMILE (SIDBI Make in India Loan for Small Enterprises) with an allocation of INR 10,000 crore. The objective of the scheme is to offer soft loans in the form of quasi-equity and term loans on soft terms to MSMEs.
Startup Action Plan 2016*	January 2016	<ul style="list-style-type: none"> It is an initiative of the Government to build a strong eco-system for nurturing innovation and Startups in the country The action plan covers three aspects – simplification and handholding; funding support and incentives; and industry-academia partnership and incubation

Startup Action Plan 2016 – On 16th January 2016, Prime Minister Narendra Modi, launched the plan. It contains several positive initiatives for the startups in the country to ease up various regulatory, legal, financial and other challenges faced by them.²⁵

24. Startups India - An Overview, Grant Thornton & ASSOCHAM

25. Action Plan January 16, 2016

Challenge addressed	Government initiative
Compliance	
To reduce regulatory burden	<p>Compliance regime based on self-certification</p> <ul style="list-style-type: none"> Startups shall be allowed to self-certify compliance with labour and environment laws No inspection will be done for labour laws for three years Self-certify compliance for environment laws for “white” category startups
To create a single point of contact	<p>Created Startup India hub to enable knowledge exchange and access to funding</p> <p>The hub will provide guidance on all aspects of startup lifecycle and organize mentorship programs</p>
To simplify startup process	<p>Rolling-out of mobile app and portal</p> <p>A startup will be able to set up by just filling up a short form through a mobile app and online portal that will be launched in April 2016. In addition, the App shall provide a collaborative platform with a national network of stakeholders (including venture funds, incubators, academia, mentors etc.). The Startup portal shall have similar functionalities (being offered through the mobile app)</p>
To promote awareness and adoption of Intellectual Property Rights (IPRs)	<p>Legal support and fast-tracking patent examination at lower costs</p> <p>Various measures have been taken to facilitate filing of patents, trademarks and designs by startups including fast-tracking of startup patent applications, panel of facilitators to provide general advisory on different IPRs, government bearing facilitation cost and 80% rebate on filing of application vis-à-vis other companies</p>
To provide an equal platform to Startups (in the manufacturing sector) in public procurement vis-à-vis the experienced companies	<p>Relaxed Norms of Public Procurement for Startups</p> <p>Government shall exempt Startups (in the manufacturing sector) from the criteria of “prior experience/turnover” in bidding for Government entity or PSU work without any relaxation in quality standards or technical parameters.</p>
To make it easier for Startups to wind up business	<p>Faster exit for startups</p> <p>Startups with simple debt structures may be wound up within a period of 90 days from making of an application for winding up on a fast track basis</p>
Funding support and incentives	
To provide funding support	<p>Providing Funding Support through a Fund of Funds</p> <p>In order to provide funding support to Startups, Government will set up a fund with an initial corpus of INR 2,500 crore and a total corpus of INR 10,000 crore over a period 4 years (i.e. INR 2,500 crore per year). The Fund of Funds shall be managed by a Board with private professionals from industry bodies</p>
To providing credit and ensure smooth operations	<p>Credit Guarantee Fund for Startups</p> <p>Credit guarantee mechanism through National Credit Guarantee Trust Company/ SIDBI is being envisaged with a budgetary Corpus of INR 500 crore per year for the next four years</p>
Tax incentives	
To promote investments into Startups	<p>Tax Exemption on Capital Gains</p> <p>Capital gain tax exemption is provided for investment in newly formed manufacturing Micro Small and Medium Enterprise (MSMEs) by individuals</p>
To promote the growth of Startups and address working capital requirements	<p>Tax Exemption to Startups</p> <p>To stimulate the development of Startups in India, profits of Startup initiatives are exempted from income-tax for a period of 3 years</p>
To encourage seed-capital investment in Startups	<p>Tax Exemption on Investments above Fair Market Value</p> <p>Under The Income Tax Act, where a Startup receives any consideration for issue of shares which exceeds the Fair Market Value of such shares, such excess consideration is taxable.</p> <p>Currently, investment by venture capital funds in Startups is exempted from this provision. The exemption shall be extended to investment made by incubators in the Startups.</p>

Challenge addressed	Government initiative
Incubators	
To provide national and international visibility to the Startup ecosystem	Organising Startup Festivals Organising Startup Fests for Showcasing Innovation and Providing a Collaboration Platform.
To serve as a platform for promotion of self-employment activities	Launch of Atal Innovation Mission The Atal Innovation Mission (AIM) shall have two core functions - Entrepreneurship promotion through Self-Employment and Talent Utilisation; and innovation promotion
To ensure professional management of Government sponsored / funded incubators	Harnessing Private Sector Expertise for Incubator Setup Government shall encourage setting up of 35 new incubators in existing institutions and 35 new private sector incubators
To propel successful innovation	Building Innovation Centres at National Institutes Government will set up/ scale up 31 centres (to provide facilities for over 1,200 new Startups) of innovation and entrepreneurship. It will set up 31 centres (to provide facilities for over 1,200 new Startups) of innovation.
To propel successful innovation	Setting up Research Parks The Government shall set up 7 new Research Parks in institutes indicated below with an initial investment of INR 100 crore each. The Research Parks shall be modeled based on the Research Park setup at IIT Madras.
To nurture and facilitate bio-entrepreneurship	Promoting Startups in the Biotechnology Sector <ul style="list-style-type: none"> Biotechnology Research Assistance Council (BIRAC) AcE Fund in partnership with National and Global Equity Funds such as Bharat Fund and India Aspiration Fund will provide financial assistance to Biotech startups Department of Biotechnology shall set up 5 BIRAC Regional Entrepreneurship Centres in the next 5 years to impart necessary knowledge and skills required for converting biotechnology ideas into successful ventures.
To foster a culture of innovation amongst students	Innovation Focused Programs for Students Various programs will be instituted to promote research and innovation amongst young students such as: <ul style="list-style-type: none"> National Initiative for Developing and Harnessing Innovations (NIDHI) will be set up to support and award INR 10 lakhs to 20 student innovations from Innovation and Entrepreneurship Development Centres Uchhattar Avishkar Yojana has set aside INR 250 crore per annum towards nurturing research amongst IIT students.
To support creation of world class incubators in India	Annual Incubator Grand Challenge The Government of India shall identify and select 10 incubators through the Annual Incubator Grand Challenge. The selected incubators based on pre-defined Key Performance Indicators (KPIs) would be given INR 10 crore each as financial assistance.

b. Proposed changes

Single online clearance system

- Prime Minister Narendra Modi plans to bring an online approval window which will provide over 200 permits required by different industries from various government divisions
- This new system for clearance approval for new entrepreneurs would allow them to apply for and track the status of their applications/license permits online
- Currently, 81 state-level clearances, including land acquisition, setting up a factory are being digitised
- 133 clearances that are being granted by other central government divisions, including the home, defence and railway ministry, will come online

PM is working on taking the online governance systems on the fingers of public through the introduction of mobile phones channel

Simplification of regulatory regime

- The government working on to simplifying business processes and regulations to bring India ranking on the ease of doing business to 50 from the current ranking of 142 on the World Bank's index
- According to a DIPP official, a government panel is working on a policy that proposes exempting startups from a 22 federal rules and regulations such as
 - Proposal includes exemption from company and labour laws until a startups revenue touches to certain level,
 - Certain tax exemptions for a specified period and
 - Easing norms for raising capital globally.

Self-utilisation and talent utilisation (SETU)

The government is planning to set up a mechanism called SETU, under the newly formed NITI Aayog, to provide technical assistance and incubation to startups. In 2015 Union Budget, Finance Minister, Arun Jaitley, has set aside INR 1,000 crore for support startups.

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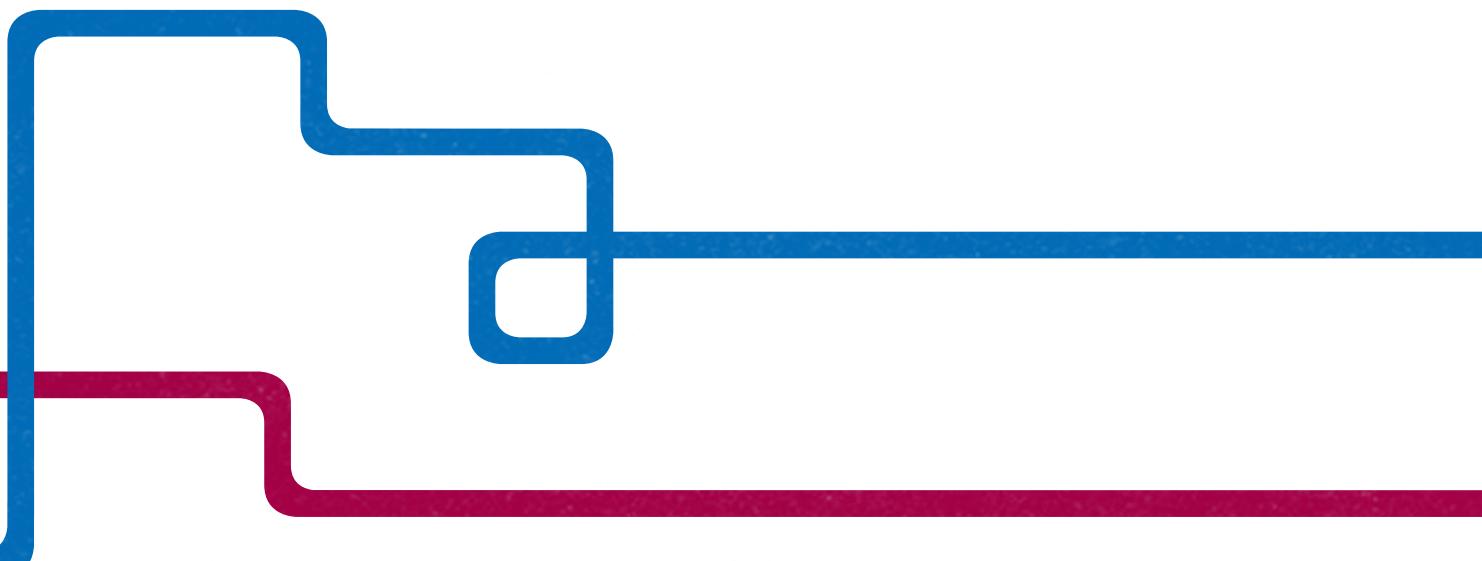
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Guidelines for Startup India Seed Fund Scheme

1. Introduction

Easy availability of capital is essential for entrepreneurs at the early stages of growth of an enterprise. Funding from angel investors and venture capital firms becomes available to startups only after the proof of concept has been provided. Similarly, banks provide loans only to asset-backed applicants. It is essential to provide seed funding to startups with an innovative idea to conduct proof of concept trials.

Startup India Seed Fund Scheme (SISFS) aims to provide financial assistance to startups for proof of concept, prototype development, product trials, market entry and commercialization. This would enable these startups to graduate to a level where they will be able to raise investments from angel investors or venture capitalists, or seek loans from commercial banks or financial institutions.

The Seed Fund will be disbursed to eligible startups through eligible incubators across India.

2. The Requirement

The Indian startup ecosystem suffers from capital inadequacy in the seed and 'Proof of Concept' development stage. The capital required at this stage often presents a make or break situation for startups with good business ideas. Many innovative business ideas fail to take off due to the absence of this critical capital required at an early stage for proof of concept, prototype development, product trials, market entry and commercialization. Seed Fund offered to such promising cases can have a multiplier effect in validation of business ideas of many startups, leading to employment generation.

3. Eligibility Criteria:

3.1 Eligibility Criteria for Startups

The eligibility criteria for a startup to apply under the Startup India Seed Fund Scheme shall be as follows:

1. A startup, recognized by DPIIT, incorporated not more than 2 years ago at the time of application
2. Startup must have a business idea to develop a product or a service with market fit, viable commercialization, and scope of scaling
3. Startup should be using technology in its core product or service, or business model, or distribution model, or methodology to solve the problem being targeted
4. Preference would be given to startups creating innovative solutions in sectors such as social impact, waste management, water management, financial inclusion, education, agriculture, food processing, biotechnology, healthcare, energy, mobility, defence, space, railways, oil and gas, textiles, etc.
5. Startup should not have received more than Rs 10 lakh of monetary support under any other Central or State Government scheme. This does not include prize money from competitions and grand challenges, subsidized working space, founder monthly allowance, access to labs, or access to prototyping facility
6. Shareholding by Indian promoters in the startup should be at least 51% at the time of application to incubator for the scheme, as per Companies Act, 2013 and SEBI (ICDR) Regulations, 2018
7. Any startup will not receive seed support more than once each as per provisions of para 8.1 (i) and 8.1 (ii) respectively

3.2 Eligibility Criteria for Incubators

The eligibility criteria for an incubator to apply in the Startup India Seed Fund scheme are as follows:

1. Incubator must be a legal entity:
 - a) A society registered under the Societies Registration Act 1860, or
 - b) A Trust registered under the Indian Trusts Act 1882, or
 - c) A Private Limited company registered under the Companies Act 1956 or the Companies Act 2013, or
 - d) A statutory body created through an Act of legislature
2. Incubator should be operational for at least two years on the date of application to the scheme
3. Incubator must have facilities to seat at least 25 individuals
4. Incubator must have at least 5 startups undergoing incubation physically on the date of application
5. Incubator must have a full-time Chief Executive Officer, experienced in business development and entrepreneurship, supported by a capable team responsible for mentoring startups in testing and validating ideas, as well as in finance, legal and human resources functions
6. Incubator should not be disbursing seed fund to incubatees using funding from any third-party private entity
7. Incubator must have been assisted by Central/State Government(s)
8. In case the incubator has not been assisted by Central or State Government(s):
 - a) Incubator must be operational for at least three years
 - b) Must have at least 10 separate startups undergoing incubation in the incubator physically on the date of application
 - c) Must present audited annual reports for the last 2 years
9. Any additional criteria as may be decided by the Experts Advisory Committee (EAC).

4. Experts Advisory Committee (EAC):

An Experts Advisory Committee (EAC) will be constituted by DPIIT, which will be responsible for the overall execution and monitoring of the Startup India Seed Fund Scheme. The EAC will evaluate and select incubators for allotment of Seed Funds, monitor progress, and take all necessary measures for efficient utilization of funds towards fulfilment of objectives of Startup India Seed Fund Scheme.

The Experts Advisory Committee (EAC) will comprise of the following members:

1. Chairman, an individual of eminence
2. Financial Advisor, DPIIT or his representative
3. Additional Secretary/ Joint Secretary/ Director/ Deputy Secretary, DPIIT (Convener)
4. Representative of Department of Biotechnology (DBT)
5. Representative of Department of Science & Technology (DST)
6. Representative of Ministry of Electronics and Information Technology (MeiTY)
7. Representative of Indian Council of Agricultural Research (ICAR)
8. Representative of NITI Aayog
9. At least three expert members nominated by Secretary, DPIIT from the startup ecosystem, investors, experts in the domain of R&D, technology development and commercialization, entrepreneurship and other relevant domains.

5. Guidelines for Assistance to Incubators

- 5.1 Experts Advisory Committee (EAC) shall evaluate incubators for grant assistance. A Grant of up to Rs. 5 (five) crore would be provided to a selected incubator in milestone-based three (or) more installments. The exact quantum of grant and instalments for each incubator will be decided by the Experts Advisory Committee (EAC) based on its evaluation

- 5.2 Incubators shall use the grant only for disbursal to eligible startups and shall not use the grant for facility creation or any other expenses
- 5.2 A component of Management Fee @ 5% of Seed Fund grant to the incubator will be provisioned (i.e. if an incubator is granted Rs. 1 crore of Seed Fund, then by including management fee @ 5%, the total assistance would be Rs. 1.050 crore)
- 5.3 The Management Fee provisioned for incubators shall not be used by the incubator for facility creation or any other administrative expenses. The Management Fee will be utilized for administrative expenditure, selection and due diligence of startups, and monitoring of progress of beneficiary startups
- 5.4 Installments shall be released to incubators upon submission of proofs of achievement of milestones as decided by EAC. Proportionate Management fee shall also be released with each installment
- 5.5 The quantum of first installment may be up to 40% of total approved commitment. When the cash-in-hand of the incubator goes below 10% of the total commitment by EAC, the Incubator may request for the next installment, which shall be released to incubator within 30 days of submission of proof of achievement of milestones
- 5.6 The grant should be utilized fully by the incubator within a period of three years from the date of receipt of the first installment of funds.
- 5.7 If the Incubator has not utilized at least 50% of the total commitment within the first 2 years, then the Incubator will not be eligible for any further drawdowns. It will return all unutilized funds along with interest.
- 5.8 Interest earned on all unutilized funds available with incubators shall be taken into account and adjusted at the time of next release.

- 5.9 The financing of beneficiaries will be done with efficiency and care. Selected incubators would be responsible for proper management and disbursement of the Seed Fund
- 5.10 Selected incubator shall maintain a transparent process of selection, monitoring, and disbursement mechanism for the fund. Seed Fund would be disbursed to selected startups after due diligence by the incubator
- 5.11 The incubators shall be responsible for providing physical infrastructure to the selected startups for regular functioning, support for testing and validating ideas, mentoring for prototype or product development or commercialization, and developing capacities in finance, human resources, legal compliances, and other functions. They are also expected to provide networking with investors and opportunities for showcasing in various national and international events. If the selected startup does not want to utilize the physical infrastructure of the incubator, the incubator shall offer all other resources and services to the startup
- 5.12 A startup selected by an incubator for assistance under this scheme shall not be charged any fees

6. Selection of Incubators

- 6.1 Online Applications will be invited from incubators across India to participate in the scheme on <https://www.startupindia.gov.in> or any other platform specifically designated for the purpose.

Incubators shall be selected on the basis of the following parameters:

- a. Fulfillment of eligibility criteria
- b. Quality of the team of Incubator
- c. Available infrastructure, testing labs etc.
- d. Composition of ISMC (as defined in para 7)
- e. Incubation support provided by incubator in last three years:
 - No. of startups incubated

- No. of startups graduated, i.e. progressed from one stage of business development cycle to the next
 - No. of startups that raised follow on investments
 - No. of startups that crossed a revenue of Rs 1 Cr in last 1 year
 - 2-year survival rate of startups from the date of joining incubator
- f. Funding support extended to incubatees in last three years:
- Investment agreements signed between incubator and startups
 - No. of startups invested in
 - Total corpus allocated to incubatees
 - Total investments raised by incubatees from external sources
- g. Mentoring provided to incubatees in last three years:
- No. of mentors hired
 - Average mentoring hours allocated per startup per month
 - No. of IP (patents, copyrights, designs, and trademarks) registered by incubatees
- h. Other support extended to incubatees in last three years:
- Industry/Corporate connects
 - Events held for stakeholder engagements
 - Participation in other events
- i. Number of startups that the incubator intends to support
- j. Quantum of funds applied for, along with fund deployment plan with timelines
- k. Any other relevant parameters that decided by the EAC
- 6.2 The Call for Applications for incubators will be open online throughout the year
- 6.3 Experts Advisory Committee (EAC) will convene at least quarterly to:

1. Evaluate the applications received during the period
 2. Select incubators for funds under the Scheme
 3. Decide the total amount of fund and number of installments in which it is to be allocated to each incubator
 4. Specify milestones to be achieved by each incubator for release of installments
- 6.4 EAC shall also monitor progress of incubators against sanctioned funds under the Scheme and take further actions as may be required
- 6.5 EAC may lay down improved guidelines for selection of incubators under the scheme from time to time

7. Selection of Startups

- 7.1 Each of the incubators applying for the Startup India Seed Fund Scheme will constitute a committee called the Incubator Seed Management Committee (ISMC), consisting of experts who can evaluate and select startups for seed support. The composition of ISMC would be as follows:
- i. Nominee of Incubator (Chairman)
 - ii. Representative from State Government's Startup Nodal Team
 - iii. Representative of a Venture Capital Fund or Angel Network
 - iv. A domain expert from Industry
 - v. A domain expert from academia
 - vi. Two successful Entrepreneurs
 - vii. Any other relevant Stakeholder

The final composition and members of ISMC of each incubator shall be approved by EAC and will be a critical parameter in selection of incubators

- 7.2 The startups shall be selected through an open, transparent and fair process, comprising, inter-alia:

- i. An online call for applications shall be hosted on an ongoing basis on the Startup India portal
- ii. Applicants can apply for seed fund to any three incubators selected as disbursing partners for this scheme in order of their preference
- iii. All applications received will be shared online with respective incubators for further evaluation
- iv. The applicant may be asked to submit details on team profile, problem statement, product/service overview, business model, customer profile, market size, quantum of funds needed, projected utilization plan for funds, etc.
- i. The incubators shall shortlist applicants as per eligibility criteria given in para 3.1.
- v. Eligible applications will be evaluated by ISMC using the following criteria:

	Criteria	Details	Weightage (%)
1	Is there a need for this Idea?	Market size, what market gap is it filling, does it solve a real-world problem?	p
2	Feasibility	Feasibility and reasonability of the technical claims, methodology used/ to be used for PoC and validation, roadmap for product development	q
3	Potential Impact	Customer demographic & the technology's effect on these, national importance (if any)	r
4	Novelty	USP of the technology, associated IP	s

5	Team	Strength of the team, Technical and business expertise	t
6	Fund Utilization Plan	Roadmap of money utilization	u
7	Additional Parameters	Any additional parameters considered appropriate by incubator	v
8	Presentation	Overall assessment	w
			100%
Weightages for criteria (p, q, r, s, t, u, v, w) may be assigned by each incubator differently			

- vi. Incubator may shortlist applicants based on their evaluation for a presentation before ISMC
- vii. ISMC shall evaluate applicants based on their submissions and presentations and select startups for Seed Fund within 45 days of receipt of application
- viii. All incubators shall provide information about progress of evaluation of startups real-time to Startup India portal
- ix. Selected startups shall receive seed funding under the respective incubator that selects them as beneficiaries as per their preference shared during application (for example, if incubators at Preference 1 and Preference 2 both select a startup, the funding shall be given by Preference 1 incubator. If Preference 1 incubator rejects and Preference 2 incubator selects, the funding shall be given by incubator at Preference 2, and so on.)
- x. All applicants will be able to track the progress of their application on the Startup India portal on a real-time basis
- xi. Applicants who are rejected will also be notified through email

- xii. An applicant, if rejected once, may apply afresh
- 7.3 EAC may lay down improved guidelines for selection of startups under the scheme from time to time
- 8. Guidelines for Disbursement of Seed Fund to Startups by Incubators**
- 8.1 Seed Fund to an eligible startup by the incubator shall be disbursed as follows:
1. Up to Rs. 20 Lakhs as grant for validation of Proof of Concept, or prototype development, or product trials. The grant shall be disbursed in milestone-based installments. These milestones can be related to development of prototype, product testing, building a product ready for market launch, etc.
 2. Up to Rs. 50 Lakhs of investment for market entry, commercialization, or scaling up through convertible debentures or debt or debt-linked instruments
 3. Seed fund shall strictly not be used by startups for creation of any facilities and shall be utilized for the purpose it has been granted for
- 8.2 Not more than 20% of the total grant to an incubator shall be given as grants to start-ups by incubator. Rate of interest (as defined under GFR) on unutilized funds available with incubator would also be taken into account and adjusted at the time of next release by DPIIT.
- 8.3 For startups being supported through convertible debentures, or debt, or debt-linked instruments, funds shall be provided at a rate of interest of not more than prevailing repo rate. The tenure should be fixed at the time of sanctioning the loan by the incubator, which shall be not more than 60 months (5 years). A moratorium of up to 12 months may be provided for the startups. Because of the early stage of the startups, this shall be unsecured and no guarantee from promoter or third-party will be required.
- 8.4 The incubator shall execute a legal agreement with the selected startups before the release of the first installment. The incubators shall ensure that the necessary terms and conditions, including milestones, related to the Seed Fund are clearly detailed in the agreement

- 8.5 Subsequent disbursement would be linked to the achievement of previously-specified milestones as per agreement between the startup and incubator
- 8.6 Startups will receive the funds in their company bank accounts
- 8.7 For grants, the first installment to any selected startup shall be released not more than 60 days from receipt of application from the startup. The startup shall submit the interim progress update and utilisation certificate to initiate the release of subsequent installment of grant.
- 8.8 Startup shall submit final report and audited utilisation certificate at the end of the project duration. For failed ventures, the entrepreneur will share his/her learnings and the reasons for failure in the report and submit this along with the utilisation certificate for the fund amount
- 8.9 The incubator or any of its staff members shall not charge any fee in cash or in kind from applicants or beneficiaries under the scheme for any process of selection, disbursement, incubation, or monitoring
- 8.10 A grievance cell shall be set up at DPIIT for the scheme to address issues of applicants, such as delayed evaluation of applications, delayed disbursements by incubators, etc.

9. Accounting and Utilization of funds

- 9.1 The incubator shall maintain an exclusive, project-specific Trust and Retention Account (TRA) with any nationalized bank. Funds under this scheme shall be released into that account in milestone-based three (or) more installments.
- 9.2 Any net return received from beneficiary startup can be used for further funding in startups as per guidelines of this scheme (net returns shall include principal, interest, and profits). In case of no further funding of startups using this money for three years, this shall be returned to DPIIT

- 9.3 Each incubator shall report the funds sanctioned, received, and disbursed to each startup for each financial year
- 9.4 Incubators would also submit detailed report on status of utilization of funds and audited expenditure for each financial year

10. Indicators of Successful Implementation

- 10.1 The following shall be tracked and recorded by incubators for all beneficiary startups:
 1. Progress of proof of concept
 2. Progress of prototype development
 3. Progress of product development
 4. Progress of field trials
 5. Progress of market launch
 6. Quantum of loan, angel or VC funding raised
 7. Jobs created by startup
 8. Turnover of startup
 9. Any other appropriate parameter
- 10.2 Selected startups shall furnish details on above parameters to incubator in all progress reports
- 10.3 The incubator shall provide the above information real-time to Startup India through their online dashboards and shall present the same to EAC on a quarterly basis
- 10.4 Incubator shall also report return on investment for each Startup. Appropriate matrix may be devised for this purpose.
- 10.5 It is understood that every startup cannot be successful

11. Repeat Incubator Applicants for Seed Fund

An incubator can reapply for funds under the Scheme when it has disbursed or committed its entire previously released grant

12. Progress Monitoring

- 12.1 Experts Advisory Committee (EAC) will review the progress of the scheme with the Incubators selected under the scheme
- 12.2 The Incubators will provide the reports as may be directed by the EAC for objective evaluation
- 12.3 In case of poor performance of any selected incubator, EAC may decide to discontinue seed fund support to the incubator and take further action as may be required
- 12.4 Appropriate legal action will be taken against the selected incubator in case it uses the grant for purposes other than those for which it has been awarded

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<u>ashdhawan</u>
<u>prateekbhowmick</u>
<u>harsshad</u>
<u>https://twitter.com/myselfsandeep?s=17</u>
<u>https://twitter.com/SriramSyamala?s=17</u>
<u>startupNiranjan</u>
<u>a4</u>

Investee companies
InnovAccer, Rapido, Little Black Book Delhi (LBB), Unacademy, Dunzo, Zenatix, We
Unacademy, Whatfix, Zarget, LetsVenture, MadRat Games, GoldVIP Technology Sc
Vista Rooms from Mumbai and AmlgoBulls from Bangalore.
Unacademy, GOQii, Flyrobe, sourceeasy, InnerChef, The Ken, Milaap, TapChief, Re
My Child, WittyFeed, Leverage Edu, Deyor Camps, PumpKart
Tracxn, Unacademy, Inshorts, Ather Energy, Sigtuple, SpoonJoy, Plabro Networks
Ola, Bira 91, Snapdeal, UrbanClap, Razorpay, Rapido, Belong, Supr Daily, Jugnoo,
SAHA fund, Zimmber, Uniken, Licious, Kaaryah, FairCent, Byju's, Counsyl, ZoomCa
Wooplrl, Springboard, Razorpay, LetsVenture, Indus OS, Mettl, Zimmber, ZAPR, Mai
Jobspire, Inc42, JustRide, and Wigzo Technologies, and Drivezy.
Xiaomi, Urban Ladderm NestAway, One97 Communication, Snapdeal, UrbanClap, '
Instamojo, Mypoolin, ZipLoan, Lucideus, AdPushup, Frrole, Aurality, Monsoon Credi
My Child, POKKT, Thrill, Playblazer, and ZAPR.
Inc42, Razorpay, Unacademy, Avail Finance, Zilingo, Voonik, Flyrobe, Pocket Aces,
VideoKen, SmartVizX, and InnovAccer
Eduora, Plivo, iimjobs, Azoi Inc., iDubba, Secpanel, Shopo.in, Letsventure, Capricor
Shadowfax Technologies, SquadRun, Wealthy, Qyk, AdPushup, Orobind Fitness Te
MyRefers, and Nearify.
Qikwell Technologies India, Advises Phone Warrior Inc, Ixigo.com, HotelTravel.com,
Innov8 Coworking, Tavaga, DoorMint, and Testbook.com.
Oyo Rooms, Myntra, Morpheus Trinity, Traffline, Exclusively.in, Framebench, Aurality
Oximity, Onlineprasad.com, Must See India, SilverPush, Overcart, Browntape, delyv
Supr Daily, LifCare, Health Care, Drivezy, Shipsy, InFeedo, Burger Singh, iam8, Saf
Practo, bounce.io, Sarga Eco-Fabrics, Phitesla, Interviewstreet, 99tests, sourceeasy
Supr Daily , Beardo.in, ConfirmTKT.com.
Leaf Wearables, Raincan, Stitchwood, and Medd, and WittyFeed.
DropKaffe, AdPushup, Freshersworld, Apartment Adda, FlipClass, and AdSpark.
ten3T, Frrole, and GigSky, and tydy.
Jugnoo, Crude Area, Dashbell, Fitocracy, Disconnect, and Aurality.
Fynd, ToneTag, GoldVIP Technology Solutions (Crown-it), Rentongo.com, Buttercup
Druva Software, Power2SME, AuthBridge, and WTI.
Letsreach.co, Targeting Mantra, and Limetray.
Overcart, Viki, Rentongo.com, Comedy.com, Timesaverz.com, Silversparro Technol
Mozio, Interview Master, and HotelsAroundYou.
JustRide, Little Black Book Delhi (LBB), and The Little Black Book.
MealHopper, OnlineTyari, AppVirality Inc, sourceeasy, and ZAPR.
HealthifyMe, Botmetric, Skillenza, The Ken, Betaout, ShieldSquare, Minjar, My Chil
Supr Daily, Vahanalytics, AbsentiaVR, DSYH, The Home Salon, Vahanalytics, Apps
OYO Rooms, PrettySecrets, Klip.in, Talview, Unbxd, OrangeScape, Consure Medic
Must See India, SilverPush, HackerEarth, Oximity, Overcart, Browntape, delyver.co

AppVirality Inc, Wegilant (Appvigil), Hiree, Tookitaki, Explara, and Socialblood Inc.
Wishberry, Webbler, IntensAquatica, Amigobulls, MyPoolin, Wishberry, LetsVenture, Fab Bag, Wishberry, Aureus Analytics, and POSist.
JustRide, Interactive Avenues, Ola Cabs, Druva, Sapience, Pretty Secrets, and Caf
ZoomCar, Industry Buying, IndusOS (Firsttouch), ZestMoney, AdPushup, AutoLotto, Wealthy, 9Stacks, OperatorVC
CRE Matrix
Runnr, 99 Retail Solutions, Turtlemint, SlicePay
Innov8, Healthifyme, Admission Table.
InVenture, OYO Rooms, Mobilewalla, Exotel, Rolocule Games, Klip.in, Paletly, Carv
Airbnb, Junglee Games, Roomify, Cloudability, Back to the Roots, Sphere, 15five, Ir
DiroLabs, LocoNav
Imaginry, Edgefx, Hyderabad Angels, Kalaage
Exotel, Hotelogix, Bevi, Tonbo, Navya Network, Multiply Labs, Vala Pay
Alma Mater Stores, Ivy Cap Ventures, gamania, Jigsee, Vayavya Labs, Aureus
Nykaa, LEAP India
HungerBox, Planys Technologies, Crayon Data Unbxd, Acko General Insurance, Siç
Omnify Inc, GSF Accelerator
CashKumar, TailsLife
Asiatic Clinic Research, Quifers
Indian Angel Network
BCL Industries Ltd., Sarda Plywood Industries Ltd., Raunaq EPC International Ltd, /
Republic.co, The Health Factory
Rain Industries Ltd., PPAP Automotive Ltd., Som Distilleries & Breweries Ltd., Assoc
ZineOne, Boundary Capital, Organic Shop, Tootl, Capacita Connect, SRJNA
Metropolitan Stock Exchange of India, Hungama, airpay
Sattviko, Clensta, Picsdream
Sattviko, Instafrsh
Spinny, Unacademy, PocketAces, Bharat Bazaar, Gold VIP, Shadisaga, Remitware,
Nodd, Dunzo
Porter, CultureAlley, Nudgespot, ShepHertz
Fliniq, Maleshaa Inc, Dhanvantiri
Chaska
AdPushup, Kwench Library Solution, POSist, Aureus Analytics
MavenVista Technologies Pvt Ltd
Nykaa, Pandorum Technologies, University Living, OYO, Corvi LED
Belita, Altor
AVN Business Solution, GrabOnRent, BoxMySpace
Several early-stage companies
Shadowfax Technologies
DheeYantra Research Labs, TAC Security, Everest Industries LTD.

Covalent Networks Chief of Staff at NatureBox Venture	
VC @ Growth Technology Partners. Investor @23andMe@Compass Therapeutics, @	
Project Manager @CapgeminiLead Projects@Space Telescope Science Institute (S	
Founder and Investor Summit PayCom • Worked at @Wipro Technologies, @KPMG	
Advisor,Austin • Entertainment/Media/Consumer/Tech •@Robertson Stephens@Sc	
Founder @Gromor Finance,@Gromor Finance• Worked at@Talisma• Investor@Tre	
Founder Portea.com @bluestone.com,@bigbasket.comTutorVista Worked at@HCL	
Founded Next Education. B-Tech, Indian Institute of Technology, Mumbai	
"Father of Pentium" at @Intel, Worked at@NCR• Studied at@University of Cincinnati	
Founded ixigo.com, helped bootstrap several startups	
Co-Founder/@BitzerMobile (sold to Oracle). CTO/SezWho. Founder/Tejit (sold to S	
Head of South Asia, Australia M&A, Investments@Cisco: M&A and VC@Microsoft: I	
Founder of @ahataxis and @Nurture talent academy ex- @Mumbai Angels	
Founder of GSF Accelerator, GSF Superangels and GSF Forum. Co-host of Founde	
3x Entrepreneur (w/ exits), founder CEO #eSports@boomtv #mobile @BashGaming	
Founder & CEO, Dragonfruit AI previously: VP & GM, Yahoo Small Business Found	
Founder & CEO, Dragonfruit AI previously: VP & GM, Yahoo Small Business Found	
Partner at Lightbox, an India focused, early stage technology fund. Investments incl	
Senior Vice President, Product, Flipkart. Head of Mobile Search Ads and AdSense f	
Head - Global Biz Dev @ @Broadcom. Relationships: DC Operators, ConnectedTV	
Founder @PushEngageInvestment@Explara@Tookitaki@Mech Mocha@Venturesi	
Biosense,Flintobox,Gamezop,Gingr,HackerEarth,Hipcask,InnerChef,Timesaverz	
Shifting paradigms, building & providing access to socially responsible tech, helping	
Entrepreneur. Angel Investor. @Wellthy Therapeutics@Haptik@Meddo Health@Sil	
Analyst at Tower Research Capital	
CEO & Founder of @CouponDunia. Coder/Marketer. Computer Science Grad From	
entrepreneur • ex- @Amazonusa•@Yale Universitymba • product guy • hustler • ang	
Founder and CEO, @ValueLabs	
Founded IndiaMART, Co-founded Tolexo, Clickindia, hellotravel, 10times, IGP(sold)	
Partner at CKCIC. Was earlier a VC @QualcommVentures. Prior to that was a Vent	
Worked at @Virtela Communications,@Level 3• Investor@MobStac,@Zoom• Studio	
#Entrepreneur #Investor #ArtLover #Birder #MarathonRunner #Foodie #MusicLove	
Worked at @Lehman Brothers• Studied at@Wharton School,@University of Penns	
Founder @Bold Ventures,@fusedcow	
Founder IndiaQuotient, Angel Investor. Believes entrepreneur is the king. Not the VC	
Entrepreneur, Multiple exits, Domains: online advertising, ad networks, social media	
Technically savvy entrepreneur, with a wide array of experience from software to inc	
Co-Founder @zipgo-commute-smarter @TaxiPixel, Previous:@CapitalOne;@CSC;@	
Co-Founder, 91springboard, Ex. Joint CEO - CIIE - IIM Ahmedabad. Led investmen	
VP Corp Dev @Times Internet. Prior@NeuStar@Quova@Feeva TechnologyStudies	
A platform that sources, funds, nurtures and creates value for India's bright young c	

Investor in @Practo,@Jumadi,@99tests.
Founder @CodeRang. Co-Founder @Styleburg• Studied at@University of Maryland
Founding Partner @Globevestor. Investor@Zoom,@Springboard,@Sunsama++. E
CEO at @Paytm Money. Earlier head of Product & Growth@Servify,@FreeCharge,
Founder @Fabrily,@Launch48,@SpotQA, VP Europe @Teespring
President & CEO of ACI INFOTECH , & ACI Global Group of Companies
3x entrepreneur. Inventor. Angel Investor @Blokable@Vebbler@GreenThumb.@Gi
Co-founder - Indifi. Active Angel Investor. Co-founder - Indian Angel Network.Ran C
Worked at @Freshworks,@Bambaram
Venture Capitalist at @Lightbox . Ambassador at @magicbusindia. Co-owner of @l
Founded Aquas (web analytics), ECtone (First Cloud based integration platform), Ar
Founder @VentureNursery, India's first angel backed accelerator Founder@Friends
Founder of @Flora2000,@VSG India.
Entrepreneur, Mentor & Investor
Founder @Creditmate
Manager at TLabs, Director at Headstart Network
Founder @Fynd
Education Technology, Digital Media & Business Services Executive & Entrepreneur
Managing Director at Canaan Partners
Angel Investments, Managing Partner at Unicorn India Ventures
YourNest Venture Capital
AVP, Strategic Partnerships @FreeCharge (India's leading mobile payments co) Ex.
Entrepreneur, Angel Investor, IITB-Engineer, Sales & Marketing, RE Classic 500, Ap
Leading VC investments at Exfinity Venture Partners. Tech Fund investing primarily
Entrepreneur • Investor • Problem Solver
Product Manager for OneCo Work, BT-technical, Youth4work
Partner, TIS Ventures Dubai.
India Investor @Mirae Asset Venture Investment@Mirae Asset Global Investments.
Founder @MediFee.com@Ayush Software@Citrus Web Solutions• Worked at@Syi
Founder - The Man Company.Previously - Trulymadly, Letsbuy, Tyroo.
Co-Founded Inmobi, Early member at Virgin Mobile USA, Entrepreneur and Techno
Founder CEO of Angaros Group, Singapore. Serial entrepreneur. Started 1st compa
Angel Investments, Managing Partner
Angel Investor interested in Consumer Internet, SaaS and Healthcare startups. 20+
CTO at @Wingify. Artificial Intelligence, Scalability, Performance and Usability backg
VP - Engineering @ Automotive Robotics Inc. Heading Global Engineering teams w
VP Asia @Verisign, Angel Investor@Mumbai Angels
CEO and Co-Founder, Webchutney
Angel Investor, Serial Entrepreneur,
Managing Director, Soma Enterprise Ltd.
Founder @80startups,@Fountain Technologies• Worked at@IBM,@Ogilvy• Investo

Vida Ventures, Mumbai Angels
Founded a startup called EPIC television networks pvt ltd that aims to provide segm
Founder & CEO @ Stylista
Founded and sold @SENA Systems. Angel investor in 7 companies. B.Tech from IIT
Founder @anupzone private
Angel Investor funding start ups in India and across the world. Part of the investmer
Bharti televentures,onmobile,oorja
Experienced entrepreneur, CEO, Board Director/Advisor and Angel Investor in techr
Serial Entrepreneur and Web Evangelist.
Managed startup and heading software services company. Investor in multiple Seed
Founder & CEO Keshiha Services • 16 yrs senior executive exp. • Worked at @Mph
IT Expert and Founder of more than 3 IT companies and Founder of 2 NGO. Member
I am working with SAIF Partners, an Asia focused VC/PE fund. I am keen to connec
Active angel investor : 3 successful startups and exits. 2 busts. 12 current investme
Founder @zcabs• Worked at@Arthur D. Little• Studied at@Hult International Busine
Purushottam Modani 'Puru' is a versatile and passionate leader and a seasoned an
Director at K.Damani Securities, a 22 year old stock broking firm. Active investor in s
Founder SMEJoinup • Worked at @Brainvisa• Investor@Vayavya Labs,@Groffr• Sti
Investor, Consumer Banker, Specialist in distressed assets and special situations.
Entrepreneur / VC interested in technology investments
Co Founder at Timla Foods Pvt Ltd
Lead Emerging Technologies group for Customized Energy Solutions. Focus on ene
entrepreneur, an investor and, in past, has also held senior/VP positions with large c
Emerging markets specialist, looking to invest in mobile, healthcare and clean technic
An early stage angel investor. Would like to be invest in early stage company with p
Founder of @Ah! Ventures
I am a investor started many company and invested also.Looking for a preposal whi
Founded Isilica Networks in 2003, early bird at Juniper and Cisco. B.Tech and MS ir
Leading Zone Startups Accelerator,Helping Startups Win
Entrepreneur and Investor of Start Ups and NGO's

eBEngage, Instamojo, CroFarm, LetsVenture, Indifi Technologies, POPxo, MyPoolin, Mapr Solutions (Crown-it), The Ken, Betaout, ShieldSquare, iService, Inkmonk, Paperflite, Qustn

emitware Payments, FactorDaily, ZAPR, Innov8 Coworking, DealStreetAsia, hiver, Printline

Flyrobe, Shadowfax Technologies, LetsVenture, Indus OS, Headout, MoEngage, MadRat

ar, Praxify, YourStory,

ngo Games.

YourStory, Tracxn, Abra, niki.ai, Moglix, Teabox, ClimaCell Inc., GOQii, Lybrate, Crayon D

itTech, Myshaadi.in, Elize

Zepo, Dil Mil, DailyNinja, GoldVIP Technology Solutions (Crown-it), LifCare, Spinny, Rem

rnGifting, and CarSingh.

chnologies Pvt. Ltd., Pickingo, Ample Wholesale, BookEventz, officeplace.

and MindTickle.

y, Dexl, Speakwell, Serial Innovation, Asiatic, Mobiquest, Uniphore, Algorhythm, Tonbo Im

ver.com, and HackerEarth.

ettyKart Retail, Deyor Camps, ShaadiSaga, Qdesq, Zocalo.in, Simpli5d.

y, GrexIt, Emo2, and CirroSecure.

os, Silversparro Technologies Pvt. Ltd, Lucideus, Aisle, Makkajai, WittyFeed, Innov8 Cowo

ogies Pvt. Ltd, InstaLively, PosterGully, NightStay, ZAPR, ORO Wealth, Hipcask, Zocalo.in

I, Artifacia, Snapshopr, Eduora

ay, LenDen Club, Inc42, and CoutLoot.

al, FabAlley, EcoSense Sustainable Solutions, Poncho.in

n, and Onlineprasad.com.

Ciafo, Frrole, Apartment Adda, and i7 Networks.

é Zoe.

Boost, Wealthy, Posist Technologies, Aureus Analytics, Endless Robotics, and ZipLoans.

'eniche Technologies, Maximojo, purplle.com, NowFloats
ic42 and DilMil.

gtuple, Verloop, FirstCry, GoCoop, Ampere, MagicX, LookUp, BuyHatke, FreshWorld

Ansal Buildwell Ltd., Vista Pharmaceuticals Ltd.

ciated Alcohols & Breweries Ltd.

Flyrobe

↳ DraftKings@PalantirTechnologies@Wish@Go-X.@Dartmouth College@MIT
↳ TScl)/@FirstData USA./@Bharti Airtel@University of Nottingham, UK MS IT, 2013
↳ • Worked@iGate• Co-Founder and Board Member Mango Mobile TV• Founder Kaleidoscopic
↳ Fi@Roasting Plant Coffee•@Stanford Graduate School of Business@Stern School of Bu
↳ kurious,@IntensAquatica
↳ Technologies,@Bharti Airtel• Investor 20 companies• Studied at@IIM Calcutta

ati

ezwho). Founding Partner/Morpheus (seed vc). Symantec/Veritas. CompSc/Birla Instt
Marketing Manager for SMB ChicagoBooth - MBA MSME@Tufts UniversityUniversity BSM

ers Forum India. Angel investor in 12 companies including @Viki,@MobStac,@Biosense,
g #Investor@Discord@Opendoor@Blockstream@HoneyBook#mentor@G2 Esports
er & CEO, Trimian (acq Nerdwallet) Founder & CEO, Lexity (acq Yahoo)
er & CEO, Trimian (acq Nerdwallet) Founder & CEO, Lexity (acq Yahoo)
ude ClearTrip, Infoedge, Inmobi, Greendust, Faasos, Furlenco, Droom.
or Search at Google. MIT Sloan MBA ('06), IIT Kharagpur. 26 US patents.
, and Mobile Ecosystems. Started up Businesses within BRCM,@Intel, Maxim
ty@CollateBox@CouponRani, Growth Hacker, Ex-VC

| startups grow. Product manager, investor, entrepreneur.
verPush@InnerChef@Greatist@myUpcharPioneering Digital Therapeutics in Asia

|@Cornell UniversityUniversity
↳ el investor

, @ gsfindia.com/superangels/ Invested littleeye.co, Biosense, Ozonetel
ure Partner@Orion Venture Partners. Was also Founder & CEO,@Vengo Ventures.
ed at@University of Colorado, Boulder,@University Of Mumbai
r #LoveToRead #Student #Husband #Father #GlobalShaper #Founder - @graycelltech
yvania, ISB

C

|, retail, healthcare, wellness, HR, legal, CRM / dispute resolution
lustrial manufacturing.

↳ HCL Education:@Darden School of Business@Delhi College of Engineering
ts in ~40+ internet & mobile domain startups in India
d@VIRGINIA TECH. Advisor + Investor@Haptik@dil-mil@DataWeave@Learning Outcom
companies – making them blume

l, College Park,@London School Of Economics And Political Science
k@BCG,@Indian Institute Of Technology - Bombay
Founder@WishbergProduct Geek. Entrepreneur.

zaPage@ArtCollective@OneLocal (YC S17)
anaan Partners India for 9 yrs, co-founded JobsAhead (sold to Monster.com).

ingrymonkey. Founder of Evolv (acquired by @niitltd).
ion (Web2.0 Services company, Revio Energy, (Ren Energy startup). MS in CS.
; of AmbitionMember@Indian Angel NetworkMember@Mumbai Angels

r. Angel Investor.

. VC & Entrepreneur. Passionate about working with early & growth stage startups.
ople, Oil & Gas, Co-Founder Mexus Education and Investor-Advisor: Gloob, Tushky
in Enterprise startups. Ticket size USD 1 Mn per startup.

Ex@Kalaari Capital/IndoUs VenturesEx@Mumbai Angels
mantec,@Mantra HR Management• Studied at@Indian Institute Of Technology - Bombay

logist with relentless craving for innovation.
any in 1996.

years of work experience - with IBM, Verizon, Deutsche Bank and Merrill Lynch.
ground.@University of OxfordMS Computer Science 2008
ith a focus on Innovation combining Engineering Advancements with Human Needs.

r@Fountain Technologies,@POPETY.COM,@80startups

iented genre-based television channels in India

T Kharagpur, MBA from Stern school of business, New York University.

it committee of Calcutta Angels, eastern India's first angel network.

iology, financial services, consumer and education in India.

funds and internet startups

asis,@Centrica• MBA Hult Boston • BWP Connector • GBG India Country Champion
er of M2M Working Group at Telecommunication Engineering Center, Editor at IEEE Bgl
t with early and growth stage companies in internet/mobile/technology space.

nts. IAN, TiE Charter

ess School

gel investor having invested in 15 odd early stage companies across sectors. He is also a
start-ups.

udied at@Indian Institute of Management - Lucknow

ergy storage, demand response, smart grid, microgrid. PhD - Carnegie Mellon Univ.
corporates.

ology start ups.

roof of concept, revenue, SWOT, solid entry barrier and most important team.

ich cater to mass.

1 Computer Science.

nygenome, Leflair, myUpchar, SocialCops, Buttercups, Inclov, TravelKhana.Com, Appkno Technologies, Frilp, Innov8 Coworking, BookEventz, Hubilo Softech.

e Media(ThePrint).

: Games, Betaout, Qustn Technologies, Gigstart, Bewakoof, ZINIER, Routofy, Shopsense,

ata, MadRat Games, Cashkaro, Qikpod, Bombay Hemp Company, DogSpot, Invictus Onc

itware Payments, TableHero, Twigly, Innov8 Coworking, ShaadiSaga, Pianta, Cookifi, Bhā

aging, Appsdaily, and Assured Risk.

rking, ORO Wealth, Verloop, Splitkart.

ा, Pipa+Bella.

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siness

ME WPI

@Chhotu, @Autowale, @brandidea, @Pokkt, @serialinnovations

es

member of Mumbai Angels and a part of the Screening committee there.

x, Lucideus, InstaLively, Dataweave, Wishberry, AppVirality Inc Explara, Frrole, Avaz, Om

Bharat Bazaar.

:ology, Bollant, MUrgency, Idea Chakki, Printline Media(ThePrint).

Bharat Bazaar.

nify Inc, Karza Technologies, STREAM.com, Smytten, HashLearn, Plackal - Maya, Thread

dsol Pvt. Ltd. Software, IOK Labs Inc, Socialblood, Inc Aurality, The Little Black Book, Ciaf

io, Innov8 Coworking, Dazo, Freshtohome, Fulfil.IO Inc., Chaska, Monsoon CreditTech, E

asyGov, Myshaadi.in, Smartcooky.

S.No	Venture name	About
1	50k Ventures	50K Ventures is an investm
2	Aarin Capital	Aarin Capital is also one of
3	Aavishkaar Venture Capital	Mumbai-based Aavishkaar
4	Accel Partners	Founded in 1983, Accel fu
5	AdvantEdge	The next name on the list
6	Ah! Ventures	Ah! Ventures is a growth a
7	ALCOR Fund	Alcor Capital and Asset Ma
8	Alteria Capital	Another one on the list of
9	Altius Ventures	Since 2015, Altius Venture
10	Ankur Capital	Since 2011, Ankur Capital
11	Anthill Ventures	Hyderabad-based Anthilll
12	APIDC Venture Capital	APIDC Venture Capital is A
13	Artha India Ventures	It is one of the venture ca
14	Artiman Ventures	Established in 2000, Artim
15	Ascent Capital	Ascent Capital is a leading
16	Asian Healthcare Fund	It is a venture capital fir
17	Aspada Investment	This one is a venture capit
18	Astarc Ventures	Established in 2015, Astar
19	Athamus Ventures	Athamus is a private equit
20	Augment Ventures	This Kolkata-based Investn
21	Avendus Finance	Avendus is a leading provi
22	Avigo Capital Partners	This private equity firm sp
23	Axilor Ventures	Axilor Ventures is a startu
24	BEENEXT	BEENEXT specialises in see
25	Bertelsmann India Investments	Bertelsmann India Investm
26	Bessemer Venture Partners	Bessemer Venture Partner
27	Bitkemy Ventures	Bitkemy Ventures Pvt Ltd i
28	Blenheim Chalcot	Majorly based in London,
29	Blume Ventures	Blume Ventures back start
30	Brand Capital	Brand Capital is a private
31	Broadbean Capital	Broadbean Capital is a lea
32	Calcutta Angels	This a platform for entrep
33	Canbank Venture	Another one on the list of
34	Carpediem Advisors	This capital company is a
35	Centrum Capital	This capital firm, along wit
36	Chennai Angels	Another one on the list of
37	Chiratae Ventures	Chiratae Ventures, former
38	CIO Angel Network	CAN specialises in acceler
39	Cisco Investments	Cisco Investments is an inv
40	Contrarian Drishti Partners / Contrarian	This investment firm speci

41	Divitas Capital	Founded in 2006, Divitas is based in Mumbai.
42	Eight Roads Capital India	Founded in 2007, the India arm of Eight Roads Capital.
43	Emerald Media	Emerald Media is a pan-Asian media investment firm.
44	Emeric Ventures	Emeric Ventures is one of the oldest venture capital firms in India.
45	Endiya Partners	Endiya Partners is an early-stage venture capital firm.
46	Epiphany Ventures	This Mumbai-based sector-specific fund invests in technology.
47	Equanimity Investments	Mumbai-based, Equanimity is a private equity firm.
48	Eros Labs	New Delhi-based Eros Lab is a media company.
49	Evolvence India Fund	Evolvence is a leading Indian private equity firm.
50	Exfinity Ventures	Exfinity Ventures is an early-stage venture capital firm.
51	Faering Capital	Faering Capital is a private equity firm.
52	Fireside Ventures	Comparatively young firm based in Mumbai.
53	Forum Synergies PE Fund	It is a Bengaluru-based venture capital firm.
54	Foundation Capital	This is one of the fully employee-owned VC firms.
55	Fulcrum Ventures	Fulcrum Venture India is a private equity firm.
56	GHV Accelerator	Gurgaon-based GHV Accelerator.
57	Goldman Sachs	When it comes to the list of Goldman Sachs' investments, it's hard to miss.
58	GPA Group	GPA Group is an investment management firm.
59	Gray Matters Capital	GMC is an impact investing firm.
60	GrowX Venture Management	Growx Ventures Management is a private equity firm.
61	Guild Capital	Originally based in Greater Noida, Guild Capital has expanded.
62	GVFL	Gujarat Venture Finance is a private equity firm.
63	HDFC Property Ventures Limited	HDFC Property Ventures Limited is a real estate investment firm.
64	Helion Venture Partners	Since 2006, Helion is an investment firm.
65	Helix Investments	This one isn't a venture capital firm.
66	Hero MotoCorp Ltd.	We all know that Hero MotoCorp is a vehicle manufacturer.
67	HIVE India	Hive India operates as a startup incubator.
68	Hyderabad Angels	Hyderabad Angels is a venture capital firm.
69	ICICI Venture Funds	The investment arm of ICICI Bank.
70	Ideaspring Capital	This firm in seed, early-stage.
71	Idein Ventures	Founded by Ashwin Shrivastava.
72	IDFC-Parampara Capital	This venture capital firm primarily focuses on agri-tech.
73	IIFL	Mumbai-based India Infotech.
74	India Internet Fund	This VC firm specialises in e-commerce.
75	India Quotient	Established in 2012, India Quotient.
76	Indiabulls Ventures	Indiabulls Ventures Limited.
77	IndiaCo Ventures Limited	Founded in 1983, IndiaCo Ventures.
78	Indian Angel Network	Since 2006, this New Delhi-based angel network.
79	IndiaNivesh Fund	Based in Mumbai, IndiaNivesh.
80	Indifi Technologies	Although Indifi isn't one of the top venture capital firms.
81	Infina Finance	Infina Finance is an investment firm.

82	Infuse Ventures	Established in 2007, Infuse
83	InnoVen Capital India	Established in 2008, InnoVen
84	Intel Capital	Intel Capital, Intel's stra
85	Intellecap Impact Investment Network	I3 is India's first angel i
86	Inventus Capital Partners	Inventus Capital Partners v
87	Iron Pillars	This venture investment fi
88	IvyCap Ventures	IvyCap Ventures specialise
89	Kae Capital	Kae Capital is an investme
90	Kaizen Private Equity	Kaizen is a private equity
91	Kalaari Capital	Since 2006, Kalaari Capital
92	Katabole Technology Venture	This Mumbai-based techn
93	Kedaara Capital	Founded in 2011, Kedaara
94	KITVEN	Karnataka Information Tec
95	Lead Angels Network	The next one on the list of
96	LetsVenture	LetsVenture is more of a p
97	Lightbox Ventures	Lightbox Ventures speciali
98	Lightspeed Venture Partners	Lightspeed Venture Partne
99	Logic Ventures	Founded by entrepreneur
100	Lok Capital	Lok Capital Group is a pri
101	Lumis Partners	Gurgaon based Lumis Part
102	MAPE Advisory Group	This Chennai-based adviso
103	Matrix Partners	Matrix Partners India was
104	Mayfield Fund	Since 1969, Mayfield is a
105	Menterra Venture Advisors	This Bengaluru-based vent
106	Microsoft Accelerator	Microsoft Accelerator is a
107	Milestone Capital Advisors	Mumbai-based Milestone
108	Mumbai Angels	Mumbai Angels is an India
109	Naspers India	This one is a venture capit
110	Native Angel Network	NAN is an angel investmer
111	Next Orbit Ventures Fund	Next Orbit Ventures invest
112	Nexus Venture Partners	Nexus is surely one of the
113	Nirvana Venture Advisors	Nirvana Venture Advisors i
114	Norwest Venture Partners	Norwest Venture Partners
115	Oliphans Capital	Established in 2012, Oliph
116	Ojas Venture Partners	This is yet another one of
117	Omnivore Partners	Omnivore supports agricu
118	OperatorVC	Ghaziabad-based Operato
119	Orios Venture Partners	This venture investment fi
120	Outbox Ventures	The New Delhi based vent
121	Padup Ventures	Padup is a known venture
122	Peesh Venture Capital	Based in Bengaluru, Peesh

123	Pi Ventures	Another name on the list of venture capital firms.
124	Powai Lake Ventures	Powai Lake Ventures is a generalist VC firm based in Mumbai.
125	Powered Accelerator	Mumbai-based Powered Accelerator is a startup incubator.
126	Pravega Ventures	Founded in 2016, Pravega Ventures is a private equity fund.
127	Prime Venture Partners	Prime Venture Partners, founded in 2014, is a private equity fund.
128	Qualcomm Ventures	Qualcomm Ventures is a generalist VC firm based in Bengaluru.
129	Quarizon Consultancy	Another one on the list of venture capital firms.
130	Rajasthan Venture Capital Fund	RVCF is Rajasthan's first angel investment fund.
131	Redclays Capital	This one is a venture capital firm.
132	Reliance Venture Asset Management	Reliance Venture Asset Management is a private equity fund.
133	RoundGlass Partners	RoundGlass Partners is a private equity fund.
134	Saama Capital	Bengaluru-based Saama Capital is a private equity fund.
135	Sabre Partners	Founded in 2002, Sabre Partners is a private equity fund.
136	SAIF Partners	Hong Kong-based venture capital firm.
137	Samridhi Fund	Samridhi Fund provides capital to early-stage startups.
138	SEAF India Fund	This fund seeks to invest in Indian companies.
139	SeaLink Capital Partners	This Mumbai-based private equity firm invests in mid-stage companies.
140	Seeders Venture Capital	Kolkata-based Seeders is a private equity fund.
141	SeedFund	This Mumbai-based venture capital firm invests in early-stage startups.
142	Sequoia Capital India	Since 2000, Sequoia Capital India has invested in numerous tech startups.
143	SIDBI Venture Capital Limited	SIDBI Venture Capital Limited is a government-backed venture capital firm.
144	Sixth Sense Ventures	This venture capital firm is based in Bengaluru.
145	Snow Leopard Technology Ventures	Established in 2000, Snow Leopard Technology Ventures is a private equity fund.
146	Spark Capital Advisors (India)	Spark is not one of the venture capital firms listed.
147	Speciale Invest	This angel investment firm is based in Bengaluru.
148	Sprout Capital	Sprout is a venture capital firm based in Bengaluru.
149	Srijan Capital	This venture capital firm based in Bengaluru invests in early-stage startups.
150	Startupbootcamp	Startupbootcamp is a global network of startup accelerators.
151	Stellaris Ventures	Stellaris Venture Partners is a private equity fund.
152	Telnet Ventures	TelNet is an investor in early-stage startups.
153	The Morpheus	It is a trade association of venture capital firms.
154	Tiger Global Management	Tiger Global Management is a well-known global venture capital firm.
155	TLabs	The investment arm of Tinkeater Labs.
156	Tracxn Labs	Tracxn Labs operates a platform for tracking startup data.
157	Trifecta Capital	Gurgaon-based Trifecta Capital is a private equity fund.
158	True North Managers LLP	This LLP company is a private equity fund.
159	Turtle Venture Consultants	This group of consultants provides venture capital services.
160	Tuscan Ventures	This private equity firm is based in Bengaluru.
161	TVS Capital Funds	Based in Chennai, TVS Capital is a private equity fund.
162	Unicorn India Ventures	Unicorn India Ventures invests in early-stage startups.
163	Unilazer Ventures	Mumbai based Unilazer Ventures is a private equity fund.

164	Unitus Ventures	Unitus Ventures is a ventu
165	Utthishta	Hyderabad-based Utthisht
166	Venture Catalysts	Venture Catalysts is India's
167	Venture Highway	New Delhi-based Venture
168	VenturEast	With 20+ years of experien
169	VentureNursery	Founded in 2012, Venture
170	Vertex Ventures	Vertex Ventures is a ventu
171	Villgro	Headquartered in Chennai,
172	White Unicorn Ventures	White Unicorn Ventures is
173	Windrose Capital	Windrose Capital supports
174	YourNest Angel Fund	YourNest Angel Fund spec
175	YouWeCan	YouWeCan Technologies Li
176	ZDream Ventures	This a Y Combinator-like f
177	Zodium Capital	Zodium Capital invests in I

Companies Invested	Website
PeeSafe, Automate.io, i-lend, Fabulyst,	50kventures.com
Magic Crate, Sayre Therapeutics, PharmEa	www.aarincapital.com
GoBolt, NEPRA Resource Management, Al	www.aavishkaar.in
Freshdesk, Flipkart, Myntra, BabyOye, C	www.accel.com
GamingMonk, IndiaLends, Rapido, Smarti	www.advantedge.vc
OckyPocky, FreightBazaar, Corefactors, Sh	www.ahventures.in
Jhaveri Flexo, Bilcare, Privi Organics, Avi	www.alcorfund.com
Vogo Rentals, Dunzo, RAW Pressery, Topp	www.alteriacapital.com
Tarusaworld, Enrouto, Hugefly Technologi	www.altiusventures.com
Tessol, Carmel Organics, Agricxlab Private	www.ankurcapital.com
RayBaby, SparesHub, Squad, Travelio, Exp	www.anthillventures.com
Evolva	www.apidc.gov.in/newdefault.asp
BabyChakra, Haazri, Coutloot, Fynd, Beard	NA
NA	NA
NA	www.ascentcapital.in
MyDentist, Ben Franklin, Forus Health, He	www.asianhealthcarefund.com
Neogrowth, Dunzo, Waycool, Capital Float	www.aspada.com
NA	NA
Refabd	www.athamus.com
EvaBot Inc, Karma, Purple Style Labs, Inno	www.augmentventures.in
KKR & Co., Gaja Capital, MT Educare	www.avendus.com
Rinac India, Techfront, AMR India, NaftoG	www.avigocapital.com
Samosa Labs, UrbanPiper, Recotap, Custo	www.axilor.com
Servify, Shubhloans, Revv, EazyDiner, Send	www.beenext.co.in
iNurture, KartRocket, Lendingkart, Treebo	www.biifund.com
Hysolate,CTERA Networks, brightwheel, B	www.bvp.com
Ekincare, Celerix Technologies, Shotang,	www.bitkemy.com
Brightbridge, iJento	www.blenheimchalcot.com
Vokal, GreyOrange, Unacademy, Rizort, M	www.blume.vc
homelane, Qtrove, Comparometer.in, Psy	www.brandcapital.co.in
WheelStreet, AHA Taxis	www.broadbean.in
LetsMD, Purple Style Labs, Karma, Vejico,	www.calcutta-angels.com
Bioneeds, StartupXseed Ventures, ESDS S	www.canbank.vc
Adinath Agro, Yaantra, Nysaa Retail, Biryani	www.carpediem-capital.com
The Label Life	www.centrum.co.in
GoBumpr, Chai Kings, Survaider, Glassic, P	www.thechennaiangels.com
Treemark Solutions, CloudCherry, Flyrobe	chiratae.com
Codemojo, Aisle, PayTunes, Anakage Tech	www.cioangelnetwork.com
CloudCherry, Exabeam, Dremio, Puppet, P	www.ciscoinvestments.com
Joybynature, Wholesalebox, Online Tyari	www.contrariandrishti.com

Eattreatonline	www.divitascapital.com
Netmagic, Yebhi, PharmEasy	www.eightroads.com
Global Sports Commerce, aCommerce, Ar	www.emeraldmedia.asia
Novatium, Rajshri Media, Midas, n-Logue	www.emeric.org
Cygni Energy, Hansel.io, Slang Labs, Sterac	www.endiya.com
Cartrade, Vserv, Ipreo Private Capital Mar	www.epiphanyventures.in
Sqrrl Fintech	www.equanimityinvestments.com
Look At Me, AlternaCare	www.eroslabs.co
ESS KAY Fincorp, Faasos, Suryoday Small F	www.evolvenceindia.com
IQLECT, Locus.sh, Fitternity, AgShift, Shota	www.exfinityventures.com
KOOH Sports, Utkarsh Micro Finance, Tran	www.faeringcapital.com
Vahdam Teas, Mamaearth, Bombay Shavi	www.firesideventures.com
Zomato, Ola, Quikr, TaxiForSure, Common	www.forumsynergies.com
CloudKnox Security, Shelf Engine, Autogrid	www.foundationcapital.com
Manna Foods, specsmakers	www.fulcrumpe.com
fitmeln, Adurcup, PickMyLaundry, RoadGo	www.ghvaccelerator.com
Ualá, Veem, Urban Plates, Urban Plates, L	www.goldmansachs.com
Scale Labs, SkyCandle	www.gpagroup.in
srJna, Kidovators (by GyanLab), Redbird H	www.graymatterscap.com
Locus.sh, Fynd, Wellthy Therapeutics Pvt	www.growxventures.com
Petal, Ruggable, The Catch Co, TechWeek,	www.guildcap.com
Sequretek, Ecotrail Personal Care, Chajjhe	www.gvfl.com
GTL Infrastructure	www.hdfcpROPERTYfund.com
Livspace, Livspace, Shubham Housing Dev	www.helionvc.com
Learning Mate, MT Educare, Network Inte	www.helix-investments.com
Ather Energy, Ather Energy, Erik Buell Rac	www.heromotocorp.com
Indus Insights	www.hivedata.com
VideoKen, ZineOne, IndianMoney, Health	www.hyderabadangels.in
Go Colors, Theobroma, Star Health, BigBa	www.iciciventure.com
Whodat, Spanugo, Karomu, Zapty, Lavelle	www.ideaspringcap.com
Infurnia Furnishings, Qriyo, BuildTraders,	www.idealnvestments.com
Entropik Technologies, Chakr Innovations,	www.paramparas.com
HealthKart, Fynd, NowFloat, Bluestone.c	www.indiainfoonline.com
Saavn, Ketto, AppVirality, SnapLion, Finda	www.indiainternetfund.com
ShareChat, Upwards Fintech, Lokal, Squar	www.indiaquotient.in
NA	www.indiabullsventures.com
Travel Appeal, Bendit	www.indiaco.com
University Living, Propelld, Knudge.me,	www.indianangelnetwork.com
LEAP India	www.indianiveshfund.com
NA	www.indifi.com
eShakti.com, Creditas Solution	www.infina.co.in

NA	www.infuseventures.in
Disprz, Wicked Ride Adventure Services P	www.innovencapital.com
Arcadia Data, ICE Tech Science & Technolo	www.intel.in
ZunRoof, The Better India	www.intellecap.com
MoveInSync, HealthifyMe, Peel-Works, Po	www.inventuscap.com
Servify, Bluestone.com, Snapdeal, NowFlo	www.ironpillarfund.com
Purplle, GrabOnRent, Bluestone.com, Gra	www.ivycapventures.com
LoanTap, TrueBil, Hiver, Disprz, Freightwal	www.kae-capital.com
Varthana, Toppr, klay Schools, Edupristine	www.kaizenpe.com
Toffee Insurance, Milkbasket, Rubique, PC	www.kalaari.com
PurpleHealth	www.katabole.com
Spandana Sphoorty	www.kedaara.com
SenseGiz, Pandorum Technologies, Aveks	www.kitven.com
Shopkirana, AHA Taxis, PlayX, Glassic, Pur	www.leadangels.in
University Living, Pathrise, Kobster, Niv	letsventure.com
Flintobox, Droom Technology Private Limi	lightbox.vc
Basis, CANDIS, OYO, ShareChat, Datrium,	www.lsvp.com
Urjakart.com, Green Karma, Imagine Fash	www.logicventures.in
Ummeed Housing Finance Private Limited	www.lokcapital.com
inMotion, Wheebox, SHEROES, Flutura So	www.lumispartners.com
VDeliver, TinMen, Delight Foods, bounty	www.mapegroup.com
NA	www.matrixpartners.in
Nebula Genomics, Arcadia Data, Licious,	www.mayfield.com
Math Buddy, Biosense, Curiositi Learning	www.menterra.com
MintM, NMLStream, Parknav, FitWell, Sie	www.microsoftaccelerator.com
HopOn, HomeTriangle, Superdoc, Prokure	www.milestonecapital.in
Vahdam Teas, Spoofin, nocturnal, NewsBy	www.mumbaiangels.com
Swiggy	www.naspers.com
NA	www.nativeangelsnetwork.com
Actofit	www.nextorbitventures.com
Cricket Health, Goals101, myUpchar, Quiz	www.nexusvp.com
Fantom Foundation, Unbxd, CartRocket, T	www.nirvanaventures.in
ElasticRun, Shape Security, Singular, Owle	www.nvp.com
XSTOK, Prothom Industries, Grab	www.oliphans.com
Mobisy Technologies, Lemnisk, Unnati Sil	www.ojasventures.com
Stellapps, YCook, Eruvaka Technologies, F	www.omnivore.vc
CashKumar, Purple Style Labs, KivaShots,	www.operatorvc.com
Zo Rooms, Ola, Unbxd, Sapience Analysis,	www.oriosvp.com
Tripoto, ShaadiSaga, Wigzo Technologies,	www.outbox.ventures
Indian Angel Network	www.padup.in
EasyEducation, Imagination Learning Syste	www.peeshvc.com

SigTuple, Zenatix, AdPushup, Fresherswor	www.piventures.in
TableHero, Qyk, Bite Club, DoorMint, Squ	www.powailakeventures.com
Kumudini Enterprises, Taru Naturals, Loa	www.powered.org.in
GreyAtom, Fyle, Shubhloans, Innovaccer,	www.pravegavc.com
Ezetap, SmartOwner, Synup, HackerEarth,	www.primevp.in
Blippar, DeepVision, Spyce Food Co, Carg	www.qualcommventures.com
OiMedia, Chai Thela, Tripshelf, BeatRoute	www.quarizon.com
Yatra, Wholesalebox. Mosambee, Direct C	www.rvcf.org
NA	www.redclays.com
ZoomCar, Healthspring, Suvidhaa, GreenD	www.relianceventure.com
Gympik, BabyChakra, Doctor Insta, ObiNo	www.round.glass
DailyNinja, MoveInSync, Shubhloans, RAV	www.saamacapital.vc
Portea Medical, HungerBox, Vyome Biosci	www.sabre-partners.com
Fighting Esports Group (FEG), SenseHawk	www.saifpartners.com
Oriano solar, Gramco, Annapurna Microfir	www.samridhifund.com
NA	www.seaf.com
NephroPlus, Surya Hospitals	www.sealinkcap.com
CropIn Technologies, Chaska	www.seeders.in
Chumbak, Browntape, Heckyl, AxisRooms	www.seedfund.in
OYO, DailyNinja, Bounce (Metro Bikes), W	www.sequoiacap.com
Mobisy Technologies (Bizom), ZappFresh,	www.sidbiventure.co.in
SaffronStays, SMAAASH, AVG Logistics, Fu	www.sixth-sense.in
Stashfin, Jugnoo, LivQuik, Voylla Retail Pvt	www.snowleopardtechventures.com
ilabs, shadowfax, Wildcraft	www.sparkcapital.in
iapro System, Front desk AI, Scapic	www.specialeinvest.com
Healthfin, TRELL, Design Cafe, EAT Anytim	www.sproutvp.com
Skillenza, Explara	www.srijancapital.com
Wisboo, Smart Mimic, Optiyol, Codela, Qu	www.startupbootcamp.org/accelerator/fir
Shap101, Vogo Rentals, MamaEarth, Dibz,	stellarisvp.com
square plums, Jobspire, AdPushup, Wow	www.telnetventures.com
Hiver, Chaska, HackerRank, AdScoot, Read	www.themorpheus.com
Meicai, OmniSci, Udesk, Stripe, Postmates	www.tigerglobal.com
HopOn, HomeTriangle, Superdoc, Prokure	www.tlabs.in
Fynd, inFeedo, Unacademy, iimjobs.com, I	www.tracxn.com
Bow8, cure.fit, FabAlley, Cuemath, Furlen	www.trifectacapital.in
Meru, Inlogistics, Magma, FINCARE, Cloud	www.truenorth.co.in
NA	www.turtlevc.com
Coldstar, VelvetCase, Paragon partners, L	www.tuscanventures.com
MedPlus, Nykaa, Prabhat Fresh	www.tvscapital.in
Sequaretek, Inntot Technologies, OPEN, Gr	www.unicornivc.com
ShopClues, niki.ai, Lenskart.com, Easypoli	www.unilazer.com

Cyclops Medtech, BetterPlace Safety Solutions	www.unitus.vc
Vaava, Scanova, SmarterSMB, Rapport startup Chile	www.utthishta.com
SigTuple, Meesho, Cars24, Build Supply, DInthree Access, IQLECT, iNurture, Ekincar	www.venturecatalysts.in
Klip.ai, The Home Salon, Arya.ai, OYO, TalLicious, Kissht, JuLive.com, ZenCity, Indegy	www.venturehighway.vc
KrishiHub, Nayam Innovations, Artoo, EcoDrivezy, Aisle, Azuro.in, Naturenama, UnsCleardekho	www.ventureeast.net
NAChqbook, Black White Orange Brands, JetCricnwin, Milkbasket	www.venturenursery.com
OfBusiness, Zivame.com, MedGenome Inc	www.vertexventures.com
	www.villgro.org
	www.whiteunicornventures.com
	www.windrose.capital
	www.yournest.in
	www.youwecanventures.com
	www.zdream.in
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MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

Schemes for MSMEs

February 2024





Ministry of Micro, Small and Medium Enterprises
Government of India



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Prime Minister's Employment Generation Programme (PMEGP)



Objective:

- The scheme aims to provide financial assistance to set up self-employment ventures and generate sustainable employment opportunities in rural as well as urban areas.
- To generate sustainable and continuous employment opportunities for rural and unemployed youth as well as prospective traditional artisans and thereby halt occupational migration.



Key Benefits:

- Credit linked subsidy program for setting up new micro-enterprise in non-farm sector.
- Margin Money subsidy ranges from 15% to 35% of project cost for projects up to Rs. 50 Lakh in Manufacturing sector and Rs. 20 Lakh in the Service sector.
- For beneficiaries belonging to Special categories such as SC/ST/ Women/ Minorities/ Ex-Servicemen/ Transgenders/ Aspirational districts/NER, the margin money subsidy is 35% in rural areas and 25% in urban areas.



Scheme applicable for:

- Any individual, above 18 years of age can apply.



Detailed Information:

- The own contribution of the beneficiary is 10% of the project cost in case of General category and 5% of the project cost in case of Special category (SC/ST/OBC/PH/Women/Ex Servicemen/Transgenders/Aspirational Districts/NER) beneficiaries

- If the application for loan is approved, Banks sanction and release the balance amount of 90 to 95 percent of the total project cost suitably for setting up of the units by the beneficiaries.
- In order to have sustainability of the projects/units set up under the scheme, support services are also provided in the form of Backward & Forward Linkages by organizing events like workshops, EDP training to the beneficiaries, exhibitions, etc.
- Government of India has introduced online process for flow of applications and disbursement of Margin Money directly to financing branches.
- Online application form is mandatory for individuals on the e-portal. The application form/PMEGP MIS portal is mobile friendly. SMS/e-mail alerts are sent to the applicants automatically by the system or by the concerned officials at each stage.
- Model Projects Reports of different activities have been put up on PMEGP e-portal for the benefit of potential beneficiaries.
- To increase the registration of MSMEs in the country, the Government has undertaken measures for PMEGP units to adopt the Udyog Aadhar Memorandum (UAM)/UDYAM Registration



How to apply:

- Apply on:

<https://www.kviconline.gov.in/pmegpportal/pmegphome>



1.1) 2nd Loan for up-gradation of the existing PMEGP/REGP/ MUDRA units



Objective:

- With an objective to assist existing units for expansion and upgradation, the scheme provides financial assistance to successful/well performing units.
- The scheme also caters to the need of the entrepreneurs for bringing new technology/ automation so as to modernize the existing unit.



Key Benefits:

- Maximum subsidy would be 15% of the project cost (20% for NER and Hill States). The balance amount of the total project cost is provided by Banks as term loan.



Scheme applicable for:

- Existing well performing PMEGP/REGP/MUDRA units



Detailed Information:

- Further financial assistance scheme for expansion/ upgrade the existing PMEGP/REGP/MUDRA units for manufacturing and Service/ Trading units from the year 2018-19
- The maximum cost of the project under manufacturing sector for up-gradation is Rs.1.00 crore and Rs. 25.00 lakhs under Service/ Trading sector.
- Maximum subsidy would be 15% of the project cost (20% for NER and Hill States) i.e. Rs. 15.00 lakhs in Non-NER and Rs. 20.00 Lakh for NER and Hill States. The balance amount of the total project cost shall be provided by Banks as term loan.

- All existing units financed under PMEGP/MUDRA Scheme whose margin money claim has been adjusted and the first loan availed has been repaid in stipulated time are eligible to avail the benefits
- The units should have been making profit for the last three years.
- Beneficiary can apply to the same financing bank, which sanctioned the loan for their unit, or to any other financing bank, which is willing to extend credit facility for second loan.
- The beneficiary can choose any implementing agency and that may be different from the agency chosen for 1st loan.
- Registration of Udyog Aadhar Memorandum (UAM)/UDYAM REGISTRATION is mandatory.
- The 2nd loan should lead to additional employment generation.
- To submit the application under 2nd loan for up-gradation, the beneficiaries have to apply by filling application form on PMEGP e-Portal.



How to apply:

- Apply on:
<https://www.kviconline.gov.in/pmegpeportal/pmegphome>





Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)



Objective:

- To encourage first generation entrepreneurs to venture into self-employment opportunities by facilitating credit guarantee support for collateral free / third-party guarantee-free loans to the Micro and Small enterprises (MSEs), especially in the absence of collateral.



Key Benefits:

- Credit guarantee for loans up to Rs. 5 crores, without collateral and third-party guarantee.
- Guarantee coverage ranges from 85% (Micro Enterprise up to Rs 5 lakhs) to 75% (others).
- 50% coverage is for retail activity.



Scheme applicable for:

- Micro and Small Enterprises.



Detailed Information:

- Any collateral/ third party guarantee free credit facility (both fund as well as non-fund based) extended by eligible institutions, to new as well as existing Micro and Small Enterprises, including Service Enterprises, with a maximum credit cap of Rs. 2 crore are eligible for guarantee under the scheme. Recently, guarantee coverage made eligible to select NBFCs and Small Finance banks.
- The guarantee cover available under the scheme is to the extent of 50% / 75% / 80% & 85% of the sanctioned amount of the credit facility. The extent of guarantee cover is 85% for micro enterprises for credit up to Rs. 5 lakh. The extent of

guarantee cover is 50% of the sanctioned amount of the credit facility for credit from Rs. 10 lakh to Rs. 1 crore per MSE borrower for retail trade activity.

- The extent of guarantee cover is 80% for (i) Micro and Small Enterprises operated and/or owned by women; and (ii) all credits/loans in the North East Region (NER) for credit facilities up to Rs. 50 lakh. In case of default, the trust settles the claim up to 75% of the amount in default of the credit facility extended by the lending institution for credit facilities up to Rs 2 crore.



How to apply:

- Through Member Lending Institutions (Banks and NBFCs)
- For detailed guidelines please visit <https://www.cgtmse.in>





Micro & Small Enterprises Cluster Development Programme (MSE-CDP) Scheme



Objective:

- To support the sustainability and growth of MSEs by addressing common issues such as improvement of technology, skills & quality, market access, etc.
- To create/upgrade infrastructural facilities in the new/existing Industrial Areas/Clusters of MSEs.
- To set up Common Facility Centres (for testing, training, raw material depot, effluent treatment, complementing production processes, etc).
- Promotion of green & sustainable manufacturing technology for the clusters.



Key Benefits:

- Creation of Common Facility Centers including Plug & Play Facilities.
- Support for Infrastructure Development Projects including Flatted Factory Complexes.



Scheme applicable for:

- Existing Entrepreneurs [in form of a Special Purpose Vehicles (SPVs)].



Detailed Information:

- **COMMON FACILITY CENTRES:** Creation of "tangible assets" such as Common Production / Processing Centre, Design Centers, Testing Facilities including Plug & Play Facilities. Govt Assistance: up to 80% of the maximum Project cost of Rs. 30 crores.

- **INFRASTRUCTURE DEVELOPMENT:** Development of land, roads, drainage, power distribution etc. in new/existing industrial (multi-product) areas/estates/Flatted Factory Complex. Govt Assistance: up to 70% of the maximum Project cost of Rs. 15 crores.



How to apply:

- Apply on:

<https://cluster.dcmsme.gov.in>





Entrepreneurship and Skill Development Programme (ESDP) Scheme



Objective:

- To promote new enterprises, capacity building of existing MSMEs and inculcating entrepreneurial culture in the country.



Key Benefits:

- Widen the base of entrepreneurship by development, achievement, motivation and entrepreneurial skill to the different sections of the society.



Scheme applicable for:

- Aspiring and Existing Entrepreneurs.



Detailed Information:

- Entrepreneurship Awareness Programme (EAP)-One Day training programme is conducted for Entrepreneurship/ Self-employment awareness and motivation to different sections of the society including SC/ ST/ Women, differently abled, Ex-servicemen and BPL persons as career options.
- Entrepreneurship cum Skill Development Programme (E-SDP)
 - Six weeks training programme is conducted for Entrepreneurship & Skill Training in Agro Based Products, Hosiery, Food & Fruit Processing Industries, Carpet Weaving, Mechanical Engineering Workshop/ Machine Shop, Heat Treatment, Electroplating, Basic/Advance Welding/ Fabrication/Sheet metal work, Basic/ Advance Carpentry, Glass & Ceramics etc.
- Advance E-SDP: The One Week Advance ESDP programmes are conducted through IIMs/IITs/ICAR/CSIR/BARC/IISc/NIT/ Agricultural University of Central and State government etc.

- Management Development programme (MDP)- One week training programme for Management capacity building Training to Existing Entrepreneurs and their supervisory staff in Industrial Management, Human Resource Management, Marketing Management, Export Management/Documentation &Procedures, Materials Management, Financial/Working Capital Management, Information Technology, Digital Marketing, Quality Management/QMS/ISO 9000/EMS, WTO, IPR, Supply Chain Management, Retail Management, Logistics Management etc.
- Advance MDP: The One Week Advance MDP Training Programmes is conducted through State Administrative Training Institutes (ATIs) and/or other reputed institutions in this domain of Central or State Governments/NITs/ Regional Engineering Colleges/ Agricultural colleges/Autonomous bodies of Central/State Governments to provide MDP training to MSMEs promoters/executives.



How to apply:

- Apply through the websites of MSME-DFOs, MSME-TC and other Implementing Agencies under ESDP scheme.
The scheme link -
<http://dcmsme.gov.in/Enterprise&skillDevelopment.htm>
and
<http://msmedi.dcmsme.gov.in>





Assistance to Training Institutions (ATI) Scheme



Description :

- The assistance is provided to National level training institutions operating under the Ministry of MSME, namely, NI-MSME, KVIC, Coir Board, Tool Rooms, NSIC & MGIRI in the form of capital grant for the purpose of creation and strengthening of infrastructure and support for entrepreneurship development and skill development training programmes. Assistance is also provided to existing State level EDIs i.e. owned and controlled by a State Government/UT for creation or strengthening/ expansion of their training infrastructure



Nature of Assistance :

- Amount of assistance will not exceed the actual amount for strengthening/ expansion of the infrastructure required by the training institutions of this Ministry. Scale of maximum assistance to the State level EDIs will be restricted to Rs.3.00 crore in each case. Assistance for skill development programmes will be provided as per the prescribed rates.



Who can apply:

- Institutions of Ministry of MSME and existing State level EDIs.



How to apply:

- Organizations wishing to apply for assistance for creation or strengthening of infrastructure may send their applications to the Director/Deputy Secretary (EDI), Ministry of Micro, Small and Medium Enterprises, Udyog Bhawan, Rafi Marg, New Delhi – 110 011.



Whom to contact :

- Deputy Secretary (EDI), M/o MSME



Coir Vikas Yojana- Umbrella Scheme

Coir Vikas Yojana (CVY) is an Umbrella Scheme being implemented by Coir Board for the Development of Coir Industry all over the country.



Objective:

- To enhance utilization of the raw material abundantly available in the country at economic levels of production.
- To increase income/returns to workers, entrepreneurs, exporters and other stake-holders of the industry.
- Full utilization of the market potential of the products within the country and abroad and Industry related functional support services.
- Development of improved equipments machinery, processes and new products.
- Promoting large scale investment in Coir Industry.
- Development of skilled manpower for Coir industry, empowerment of rural women and Employment Generation.
- Welfare measures for coir workers.
- To upgrade the coir industry through technological interventions and integration of various Digital Platforms.

Under this Umbrella Scheme, the Coir Board is implementing the following sub schemes/ programmes:

I. SCIENCE & TECHNOLOGY

Modernization of Production Processes, Development of Machinery and Equipments, Product Development and Diversification, Development of Environment friendly technologies, Technology Transfer, Incubation, Testing and Service Facilities, are the components of this programme.

II. SKILL UPGRADATION AND MAHILA COIR YOJANA

a. Skill Upgradation

With a view to disseminate information on the schemes and latest technologies available in coir sector and also to attract prospective entrepreneurs to this sector, the Board organizes Entrepreneurship Development Programmes, Workshops, Seminars, Awareness Programmes, Exposure Tour etc. under this Scheme.

b. Mahila Coir Yojana

Mahila Coir Yojana is a women oriented, self employment scheme being implemented by the Coir Board. The scheme is intended to provide training with stipend facilities and creation of self-employment opportunities to rural women artisans in regions producing coconut.

III. EXPORT MARKET PROMOTION

The activities of the Board under Export Market Promotion include participation in international exhibitions, publicity, providing assistance under Export Market Development Assistance Scheme/International Co-operation Scheme etc.

IV. DOMESTIC MARKET PROMOTION

The main activities under the Domestic Market Promotion scheme are display cum sales of coir products through its Showrooms & Sales Depots, participation in domestic exhibitions organized by other Agencies, organizing exclusive fairs, disbursement of Market Development Assistance (MDA) to the Coir Co-operative units and PSUs, through the State Governments/ UTs concerned.

V. TRADE AND INDUSTRY RELATED FUNCTIONAL SUPPORT SERVICES

The activities under this programme would involve primary and secondary level information search, collection and statistical analysis of information including export, drawing inferences and preparation and publication of the reports.

VI. WELFARE MEASURES

The Coir Board is planning to introduce new welfare scheme for the welfare of Coir workers in place of Pradhan Mantri Suraksha Bima Yojana (PMSBY).



Scheme applicable for:

- All Coir Production/processing units registered under Coir Board and having valid Udyam Registration Certificate.



How to apply:

- The details of the Schemes are available in the Coir Board Website <http://coirboard.gov.in>





Procurement and Marketing Support (PMS) Scheme



Objective:

- The scheme aims to promote new market access initiatives like organizing / participation in National / International Trade Fairs / Exhibitions / MSME Expo, etc. held across the country and to create awareness and educate the MSMEs about the importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international / national trade and other subjects / topics relevant for market access developments.

Scheme components:



Market Access

- Participation of Individual MSEs in Trade Fairs / Exhibitions.
- Organizing Domestic/ International Trade Fairs/Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organizations.
- Vendor Development Program (VDP).

Capacity Building

- Adoption of Modern Packaging Techniques
- Adoption of Bar Code
- Adoption of e-Commerce Platform
- National Workshops / Seminars
- Organizing National workshops/seminars by the Ministry / Office of DC (MSME) (Conventional/Virtual).

Development of Retail Outlet

- Infrastructure development of Retail Outlets for promoting (Geographical Indication) GI Products



Detailed Information:

- For detailed information, refer PMS Scheme guidelines on
<http://dcmsme.gov.in/OM%20&%20PMS%20Scheme%20Guidelines.pdf>



Scheme applicable for:

- Manufacturing/ Service Sectors MSEs having valid Udyam Registration (UR) Certificate.



How to apply:

- Apply on:
www.dcmsme.gov.in





International Cooperation (IC) Scheme



Objective:

- The scheme aims to build Capacity of MSMEs for entering export market by facilitating their participation in international exhibitions/ fairs/conferences/ seminar/ buyer-seller meets abroad as well as providing them with actionable market-intelligence and reimbursement of various costs involved in export of goods and services. The Scheme provides opportunities to MSMEs to continuously update themselves to meet the challenges emerging out of changes in technology, changes in demand, emergence of new markets, etc.

The Scheme covers the following sub-components:

- Sub-Component-I: Market Development Assistance of MSMEs (MDA).
- Sub-Component-II: Capacity Building of First Time MSE Exporters (CBFTE).
- Sub-Component-III: Framework for International Market Intelligence Dissemination (IMID).

As on date, Sub-Component-I and Sub-Component-II are in operation. The guidelines of these two components have already been circulated which are available on Ministry's website. Sub-Component-III will be in operation soon.



Eligible Organisations under Sub-Component-I:

- Ministry of MSME and organizations under the Ministry
- State/Central Government Organizations/Institutions and Registered Industry/Enterprise Associations etc.



Activities covered under Sub-Component-I

- **Participation of MSME delegations in international exhibitions, trade fairs and buyer-seller meets in foreign countries (Physical Mode).**
 - Space Rent (Stall Charges): Upto Rs. 3.00 lakh per MSME.
 - Air Fare : Upto Rs.1.50 lakh per MSME
 - Duty allowance: USDI50 per day for Office Bearer
 - Freight charges: Upto Rs.50,000/-per MSME unit and Rs.75,000/-per MSME for Latin American Countries.
 - Advertisement and publicity charges: Upto Rs.5.00 lakh
 - Registration fee: Upto Rs.5,000/-
- **Participation of MSME delegations in international exhibitions, trade fairs and buyer-seller meet by Foreign Organisers (Virtual Mode).**
 - Space/Stall Charges including catalogue/digital material charges for Participating in the Virtual International Events organized by foreign countries: Upto Rs.1.5 lakh.
 - Advertisement and Publicity Charges: Upto Rs.5.00 lakh.
- **Organizing International conferences/ summits/ workshops/Seminars on the themes relevant to MSME sector (Physical Mode) to be organized in India by the Industry Associations/Government Organizations.**
 - Charges for holding/organizing the International conferences/summits/workshops/seminars in India by Industry Associations including charges for venue rent, catering, advertisement & publicity, security arrangement, etc. : Upto Rs.10.00 lakh.
 - Economy class Airfare for foreign speakers/experts/resource persons: Upto Rs.5.00 lakh.
- **Organising International conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector (Virtual Mode) to be organized by Industry Associations/ Government Organizations.**
 - Virtual Space/ Platform/License Fee/ Rent for Organising Conferences /summits/ workshops/seminars: Upto Rs. 2.00 lakh.

- Publicity Cost incurred on promotion/marketing/publicity of the event: Upto Rs.5.00 lakh.
- Translation and Interpretation charges involved in the virtual event: Upto Rs.1.00 lakh.
- **Organising Mega international conferences/summits/ workshops/seminars, bilateral/multilateral Government to Government Events in India (Physical /Virtual Mode) by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSME sector.**



Sub-Component-II

Under this component, incidental costs viz. Registration cum Membership certification (RCME); Export Insurance Premium; Quality certification is reimbursed to first time MSE Exporters. The Ministry on 20.09.2022 has signed MoUs with 18 Export Promotion Councils (EPCs), Export Credit Guarantee Corporation Ltd (ECGC) and National Small Industries Corporation Ltd (NSIC) as implementing agencies for Reimbursement of RCMC Fees, Export Insurance Premium and Testing & Quality Certification to MSEs.

For more detailed information refer to Scheme guidelines, on the following link:

<https://msme.gov.in/sites/default/files/RevisedICScheme2021.PDF>



How to apply:

- Apply on:
<http://ic.msme.gov.in>





National SC-ST Hub Scheme



Objective:

- To provide professional support to Scheduled Caste and Scheduled Tribe Entrepreneurs to fulfill the obligations under the Central Government Public Procurement Policy for Micro and Small Enterprises Order 2012, adopt applicable business practices and leverage the Stand-Up India initiatives.



Key Benefits:

- 25% subsidy on purchase of plant & machinery/equipments or Rs. 25 lakh whichever is less.
- Marketing and mentoring support through participation in exhibitions and vendor development programmes.
- Reimbursement of fees charged for bank loan processing, testing services, membership of Export Promotion Council, membership in Govt. promoted eCommerce Portals, Single Point Registration Scheme of NSI.
- Collection, collation and dissemination of information regarding SC/ST enterprises and entrepreneurs to CPSEs.
- Free skill trainings and distribution of trade specific tool kits to trained candidates under the Skill Development programmes.



Scheme applicable for:

- Aspiring and Existing SC/ST Entrepreneurs.



Detailed Information:

National Scheduled Caste and Scheduled Tribe Hub (NSSH) was launched by Hon'ble Prime Minister in October 2016 to provide professional support to SC/ST entrepreneurs to fulfill the obligations under the Central Government Public Procurement Policy for Micro and Small Enterprises Order 2012, adopt

applicable business practices and leverage the Stand up India initiatives. The Hub has undertaken several initiatives to facilitate SC/ST entrepreneurs by providing professional support in their capacity building, market linkages, finance facilitation, tender bid participation, etc. through its various subschemes/interventions. The NSSH works on the mentioned priority areas through various sub-schemes which are as follows:

- 25% subsidy on purchase of plant & machinery/equipments Special Credit Linked Capital Subsidy Scheme.
- 100% subsidy on airfare and twice of DA as the rate prescribed by MEA under Special Marketing Assistance Scheme.
- 100% subsidy to obtain NSIC's Registrations under the Single Point Registration Scheme with a nominal fee of Rs. 100/-.
- Reimbursement of 80% or Rs. 1.0 lakh whichever is less on Bank Loan Processing fee .
- Reimbursement of 80% or Rs. 1.0 lakh whichever is less on for Performance Bank Guarantees.
- Reimbursement of 80% or Rs. 1.0 lakh whichever is less on testing fee.
- Reimbursement of 80% or Rs. 20,000 whichever is less on membership/subscription fee of Export Promotion Council Membership
- Reimbursement of 80% or Rs. 25,000 whichever is less on membership fee of Government promoted e-Commerce Portals.
- Reimbursement of 90% or course fee or Rs. 1.0 lakh whichever is less to top 50 NIRF Rated Management Institution's Short-Term Training Program Fee



For detailed guidelines:

- Visit:
<https://www.scsthub.in/>





A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE)



Objective:

- To set up a network of Livelihood Business Incubators (LBIs), predominantly in the rural and underserved areas, to promote innovation and accelerate entrepreneurship for the following :
 - Generate employment opportunities by facilitating formal, scalable micro-enterprise creation in the agro-rural sector.
 - Skill, up-skill, re-skill unemployed, self-employed/ wage earners in new technologies in the agro-rural sector.
 - Provide skilled human capital to nearby industrial clusters and promote innovations for strengthening the competitiveness in the MSME sector.



Key Benefits:

- Maximum of INR 1 crore. to Government agencies & INR 75 lakh to Private agencies for procuring plant and machinery.
- Maximum of INR 1 crore. to Government and Private agencies as operational expenditure support towards manpower cost, running incubation and skill development programmers, etc.



Scheme applicable for:

- Any agency/institution of Government of India/ State government or existing training centres under Ministries/Departments of Government of India/State Government, Industry Associations, Academic Institutions.
- Any not-for-profit private institutions with experience in successfully executing incubation and/or skill development programs may be eligible to set up an LBI.



Detailed Information:

- Livelihood Business Incubator (LBI): An entity set up for imparting skill development & incubation programmes for promoting entrepreneurship and employment generation in agro-rural sector with special focus on rural and underserved areas.
- In case of private organizations, 25% of the Capital Expenditure has to be borne by the Applicant Organization.
- Detailed guidelines are available at
<https://aspire.msme.gov.in/ASPIRE/AFHome.aspx>



How to apply:

- Apply On:
<https://aspire.msme.gov.in/ASPIRE/AFHome.aspx>





KHADI GRAMODYOG VIKAS YOJANA – Umbrella Scheme



Objective:

- To increase productivity and wages of Khadi Artisans and secure livelihood
- To improve Infrastructure for Khadi Production
- Increased Khadi Production, Sales and Employment
- Development of Village Industries and increase number of rural artisans
- To revive the traditional and inherent skills of rural artisans
- To renovate and Modernize Sales Outlets
- To promote Marketing and Exports



Key Benefits:

I. Khadi Vikas Yojana

S.No	Component	Assistance
1.	Modified Market Development Assistance (MMDA)	Subsidy @ 35% on Prime Cost for Cotton/Muslin, Wool and Polyvastra and @ 20% on Prime Cost for Silk Khadi
2.	Interest Subsidy Eligibility Certificate Scheme (ISEC)	Khadi Institution is required to pay only 4% interest rate. The difference between the actual Interest charged by the Bank and 4% is borne by the KVIC as "Interest Subsidy".
3.	Work-shed Scheme for Khadi Artisans	<ul style="list-style-type: none">• Individual workshed (20 Sq. mtrs): Rs. 1,20,000/- or 75% of the cost of workshed including toilet (90% for NER), whichever is less.• Group workshed (10 Sq. mtrs per artisans): Rs.80,000 or 75% of the cost of the workshed including toilet (90% for NER), whichever is less.

4.	Strengthening Infrastructure of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure	<ul style="list-style-type: none"> Financial assistance for revival of khadi institution with ceiling limit of Rs.15.00 lakh(Capital Expenditure +working fund). Financial assistance under Marketing Infrastructure for renovation of departmental sales outlets of KVIC /KVIB and institutional sales with the ceiling limit of Rs.25.00 lakh.
5.	Other Components	<ul style="list-style-type: none"> Centre of Excellence for Khadi Khadi Quality Assurance Marketing(Exhibition) Science & Technology (S&T)

II. Gramodyog Vikas Yojana

S.No	Component	Assistance
1.	Agarbatti Programme under Wellness and Cosmetics Industries (WCI)	<ul style="list-style-type: none"> Training Programme in Agarbatti industry. Distribution of Pedal operated / Automatic Agarbatti Machinery to trained artisans.
2.	Leather Footwear Activity under Handmade Paper Leather & Plastic Industry (HMPLI)	<ul style="list-style-type: none"> Training on designing and manufacturing of footwear. Distribution of machinery and tool kits to trained artisans.
3.	Pottery Activity under Mineral Based Industry (MBI)	<ul style="list-style-type: none"> Training on Wheel pottery. Distribution of tools and equipments (Electric Potter Wheel, Blunger) to trained artisans.
4.	Beekeeping Activity/ Honey Mission Programme under Agro-Based & Food Processing Industries (ABFPI)	<ul style="list-style-type: none"> Beekeeping skill development training. Distribution of 10 bee boxes with live bee colonies and One set of Tool kit (containing one Knife, Smoker, hive tool and bee veil) to trained beneficiaries.

5.	Waste Wood / Turn Wood Craft /Wooden Toy /Products of Panchgavya under Rural Engineering and New Technology	<ul style="list-style-type: none"> • Training on Waste-Wood, Turn-Wood Craft, Wooden Toy and in Panchgavya based Products. • Distribution of tool kit to all trained artisans.
6.	Hand Made Paper and Fiber related activities under Hand Made Paper, Plastic and Leather Industry.	<ul style="list-style-type: none"> • Training on Paper Conversion, Paper Plate & Dona(Bowl) making, Paper Mache, Fibre Extraction and fancy article making and Ban making (Two ply). • Distribution of machinery and tool kits to trained artisans.
7.	Agro- Food Based Food Processing Industries	<ul style="list-style-type: none"> • Training on Palm Gur, Tamarind, Fruits & Vegetables, Village Oil, Spices & Condiments, Cane & Bamboo. • Distribution of machinery and tool kits to trained artisans.
8.	Service Industry	<ul style="list-style-type: none"> • Training to Electrician & Plumbers, and DigniTEA(Tea Vending on Bicycle). • Distribution of tool kits to trained beneficiary.



Scheme applicable for:

- Khadi Institutions (KIs) registered with KVIC or State Khadi and Village Industries Boards(KVIBs) and Khadi artisans.
- The beneficiaries may be identified by KVIC, NGOs /KIs/VIs/KVIB's/ DIC's/FPOs etc.
- Age Group: 18–55 Years.
- Having valid Aadhar Card or any other Identity Card issued by Government.
- One person from one family is eligible for the assistance under KGKY.
- Persons who have availed benefits from other Govt. Schemes for the same/similar purpose is not eligible.
- Preference shall be given to the people belonging to SCs/STs/Women/ Unemployed Youth /BPL category etc.



How to apply:

- Apply on:
<http://www.kviconline.gov.in>





Promotion of MSMEs in – NER & Sikkim



Objective:

- The scheme envisaged for providing financial support mainly for augmenting Infrastructure development for enhancing the productivity, sustainability, competitiveness and growth by addressing common issues such as improvement of technology, skills & quality, market access etc. of Micro, Small and Medium Enterprises (MSMEs).
- Creation of common facilities to supplement manufacturing, testing, packaging, R&D, product and process innovations and training for natural resources such as fruits, spices, agri, forestry, sericulture and bamboo etc. available in NER and Sikkim.
- To create/ upgrade infrastructural facilities in the new/existing Industrial Areas for MSMEs.
- Development of tourism sector in NER and Sikkim by creation of common services such as kitchen, bakery, laundry & dry cleaning, refrigeration and cold storage, IT infra, potable water, display center for local products, center for cultural activities etc. in a cluster of home stays



Key Benefit:

- Common facilities for MSMEs to develop new products & processes including toolings.
- Developed infrastructure for entrepreneurs for establishing new units or expanding their units.
- Support for creation of common infrastructures to boost tourism in NER & Sikkim.



Nature of Assistance:

- **Setting up of new and modernization of existing Mini Technology Centers:** : The maximum assistance from Government of India will be limited to Rs. 13.50 crore or 90% of the project cost, whichever is less, balance and any excess amount to be contributed by State Government. The GoI assistance towards the building cost for

up-gradation of infrastructure would be limited to Rs.1.00 crore within the total permissible Govt assistance. Government of India financial assistance would not be admissible towards the cost of land.

- **Development of new and existing Industrial Estates:** The maximum assistance from Government of India will be limited to Rs. 13.5 crore for development of New Industrial Estate or Rs. 9.00 crore for development of Existing Industrial Estate or 90% of the project cost, whichever, is less balance and any excess amount to be contributed by State Government.
- **Development of Tourism Sector:** The assistance from Government of India will be limited to Rs. 4.50 crore or 90% of the project cost whichever, is less balance and any excess amount to be contributed by State Government.



Eligibility/ Applicability:

- State Government or any State Govt. organization engaged in promotion of MSMEs.



How to apply:

- The State Government, desirous of availing financial assistance under the scheme would formulate a proposal and identify an agency preferably Department of Industries & Commerce or any State Govt. organization engaged in promotion of MSMEs to implement the project. Then the proposal may be uploaded on the scheme portal www.ner-promotion.msme.gov.in for approval process.



Contact:

- MSME-Development & Facilitation Offices under office of the Development Commissioner, Ministry of Micro, Small & Medium Enterprises



NEW SCHEMES



PM Vishwakarma – Enabling Artisans and Craftspeople to Build Enterprises



Objective:

- To enable the **recognition of artisans and craftspeople as Vishwakarma**, making them eligible to avail all the benefits under the Scheme
- To provide **skill upgradation** to hone their skills and make relevant and suitable training opportunities available to them.
- To provide **support for better and modern tools** to enhance their capability, productivity, and quality of products and services.
- To provide the beneficiaries an **easy access to collateral free credit** and reduce the cost of credit by providing interest subvention.
- To provide **incentives for digital transactions** to encourage digital empowerment of Vishwakarmas.
- To provide a **platform for brand promotion and market linkages** to help them access new opportunities for growth.



Key Benefit:

- PM Vishwakarma Certificate and ID Card
- Training for Skill Upgradation and Stipend of Rs. 500 per day
- Toolkit upto Rs. 15 thousand
- Collateral free loan up to Rs. 3 lakh for Vishwakarma brothers and sisters
- Incentive for Digital Transactions
- Marketing Assistance like Quality Certification, Branding, and Advertisement for products



Who can apply:

- 18 types of Traditional Artisans and Craftspeople will be benefitted –
 - Carpenter
 - Tailor
 - Goldsmith
 - Washerman
 - Hammer and Tool Kit Maker
 - Fish Net Maker
 - Doll & Toy Maker (Traditional)
 - Boat Maker
 - Garland Maker
 - Potter
 - Cobbler/ Shoesmith/ Footwear Artisan
 - Sculptor (Stone Carver), Stone Breaker
 - Armourer
 - Mason
 - Barber
 - Locksmith
 - Blacksmith
 - Basket/Mat/ Broom Maker/ Coir Weaver



How to apply:

- For enrollment in the scheme,
Vishwakarma brothers and sisters may visit their nearest Common Service Centre



Detailed Information:

- For detailed information, visit:
<https://pmvishwakarma.gov.in/>





Tool Rooms and Technical Institutions – A Component of Infrastructure Development & Capacity Building



Objective:

- Tool Room & Technical Institutions are concentrated on an integrated Development of the relevant sector of industries to help MSME. Total 18 MSME Tool Rooms & Technical institutions established PAN India serving in the relevant sector like General Engineering, foundry & forging, electronics, fragrance, glass, sports good and footwear etc.



Key Benefit:

- Improves access of MSMEs to tooling facilities for enhancement of their efficiency and providing industry ready manpower by conducting training programme.
- Process and Product development in relevant sector.
- Consultancy and job works in relevant sector.



Who can apply:

- Industrial Units (focusing on MSME sector).
- The intake eligibility for the training programmes from school dropout to M. tech level.



Detailed Information:

- 18 Tool Rooms & Technical Institutions (TRs & TIs) under O/o DC (MSME), Ministry of MSME are concentrating on an integrated development of the related segments of industries by way of providing quality tools, trained personnel and consultancy in tooling and related areas, specific product groups like Foundry & Forging, Electrical, Electronics, Fragrance & Flavour, Glass, Sport Goods, and footwear etc. The Ministry has been investing periodically to

upgrade the TRs & TIs by introducing new technologies such as 3D Printing, Glass Machining, CAD/ CAM, CNC machining for tooling, vacuum heat treatment, Robotics and Process Automation etc.

- TRs & TIs are conducting various training Programme includes NSQF Compliance Courses, AICTE/NCVT/SCVT approved courses and variety of training courses as per needs of industry to provide them industry ready manpower & create Entrepreneurship. TRs & TIs have also developed special training programmes to meet the requirements at international level. Technology Centres are conducting training programmes for international participants sponsored under various agreements like Technical Co-operation Scheme of Colombo (TCS), Special Commonwealth African Assistant Programme (SCAAP), Indian Technical and Economic Co-operation (ITEC), Aid to Sri Lanka etc.
- In addition, these institutes provide technical services such as design of parts and components, materials testing, heat treatment, quality control, and technical consultancy related to the product & process improvement. TRs & TIs apart from extending design, development & manufacturing support to MSMEs for complex tools, parts and components (many that serve as import substitutes) have also supported the strategic sectors such as aerospace, defence, atomic energy etc. of the country for their R&D requirements.
- All the TRs & TIs adhere to the principles of Total Quality Management (TQM). They are ISO 9001-2000 certified institutions and a few of them are ISO-14000, OHSAS-18000, ISO-29990 and ISO-50001 certified. Central Tool Room & Training Centre, Bhubaneswar is also AS-9100 certified for Aero-space Component Supply.



How to apply:

- Online application can be filled at http://dcmsme.gov.in/CLCS_TUS_Scheme/Tool_Room_Tech_Institutions/Scheme_Guidelines.aspx or different concerned Tool Room & Technical institutions website





MSME Champions Scheme



About the scheme:

Ministry of MSME had been implementing Credit Linked Capital Subsidy and Technology Upgradation Scheme (CLCS-TUS) for promoting competitiveness amongst Micro, Small and Medium Enterprises (MSMEs) by the way of wastage reduction through Lean Manufacturing, support for Design improvement, building awareness on Intellectual Property Rights, Zero Defect Zero Effect (ZED) Scheme, digitally empowerment of MSME through Digital MSME and to promote & support untapped creativity of individual and to promote adoption of latest technologies in manufacturing as well as knowledge based innovation MSMEs through Incubation across India. MSME Champions scheme has been formulated through Standing Finance Committee (SFC) by merging all 6 components of erstwhile Technology Upgradation Scheme (TUS) for a period of 5 years i.e. 2021-22 to 2025-26. It is a holistic approach to unify, synergize and converge various schemes and interventions with a single purpose. The end objective is to pick up clusters and enterprises and modernize their processes, reduce wastages, sharpen business competitiveness and facilitate their National and Global reach and excellence. There are 3 components under the new MSME Champions scheme, the details of which are as below:

- 1) - MSME-Sustainable (ZED)
- 2) - MSME-Innovative (for Incubation, IPR, Design)
- 3) - MSME-Competitive (Lean)
- 4) - Digital MSME - Yet to be launched

(The Digital MSME will be interlinked with all the other components of the MSME Champions Scheme.)

1) MSME SUSTAINABLE (ZED) CERTIFICATION



Objective:

The ZED Certification envisages promotion of Zero Defect Zero Effect (ZED) practices amongst MSMEs so as to:

- Encourage and enable MSMEs for manufacturing of quality products using latest technology, tools & to constantly upgrade their processes for achievement of high quality and high productivity with the least effect on the environment.
- Develop an Ecosystem for ZED Manufacturing in MSMEs, for enhancing competitiveness and enabling exports.
- Promote adoption of ZED practices and recognizing the efforts of successful MSMEs.
- Encourage MSMEs to achieve higher ZED Certification levels through graded incentives.
- Increase public awareness on demanding Zero Defect and Zero Effect products through the MSME Sustainable (ZED) Certification.
- Identify areas to improve upon, thereby assisting the Government in policy decisions and investment prioritization.



Key Benefits:

• Cost of Certification

- Certification Level 1: BRONZE: Rs. 10,000/-
- Certification Level 2: SILVER: Rs. 40,000/-
- Certification Level 3: GOLD: Rs. 90,000/-

• Subsidy on cost of ZED certification:

- Joining Reward of Rs. 10,000/- (Bronze will become free if availed)
- 80-60-50% for Micro, Small & Medium Enterprises

- **Additional subsidy:**
 - 10% for Women/SC/ST owned MSMEs OR MSMEs in NER/Himalayan/LWE/Island territories/aspirational districts.
 - 5% for MSMEs which are also a part of the SFURTI OR Micro & Small Enterprises – Cluster Development Programme (MSE-CDP) of the Ministry.
- **Financial Assistance in Testing/Quality/Product Certification:**
 - Up to 75% of the total cost of Testing/Certification, with the maximum ceiling of subsidy being Rs. 50,000/-.
- **Handholding Support :**
 - Up-to Rs.2 lakhs for consultancy for all ZED certified MSMEs.
- **Support in Technology Upgradation for Zero Effect Solutions:**
 - Up-to Rs. 3 lakhs for all ZED certified MSMEs.
- **Graded incentives:** MSMEs can avail graded incentives as prescribed for the three ZED Certification Levels. Wherever possible, the incentives provided by States will be linked through API integration with the ZED portal to ensure interoperability.



Scheme applicable for:

- All MSMEs registered with the UDYAM registration portal (of the MoMSME) will be eligible to participate in MSME Sustainable (ZED) Certification and avail related benefits/incentives.



Detailed Information:

- MSME Sustainable (ZED) Certification is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices and motivate and incentivize them for ZED Certification while also encouraging them to become MSME Champions. Through the journey of ZED Certification, MSMEs can reduce wastages substantially, increase productivity, enhance environmental consciousness, save energy, optimally use natural resources, expand their markets, etc. MSMEs will also be motivated to adopt best practices in work culture, standardization of products, processes and systems etc. in order to enhance their global competitiveness and sustainability. The ZED Certification aims at enhancing the competitiveness of an MSME by assessment, modification through guidance, handholding, managerial and technological intervention – not just certification.



How to apply:

- Eligible MSMEs shall apply through online portal
www.zed.msme.gov.in



2) MSME – Innovative (Incubation, IPR and Design)



Objective:

- To promote all forms of innovations in the complete value chain from developing ideas into innovative applications through incubation and design interventions.
- To provide appropriate facilities and support for development of concept to market, design competitiveness and protection & commercialization of Intellectual creations of MSME sector.
- To promote a culture of innovation and creative problem solving through knowledge sharing and collaboration amongst industry, academia, government institutions, research laboratories etc.
- To serve as a connecting link between industrial/academia leaders and innovators, in order to encourage new product development and hand-holding.
- To focus on developing affordable innovations that can benefit a large number of people and at the same time being commercially viable and sustainable.



Key Benefits:

- **Incubation**
 - Financial Assistance to HI for developing and nurturing the ideas – shall be provided up to maximum of Rs. 15 lakh per idea to HI.
 - Financial assistance for Plant and Machinery to HI up to Rs. 1.00 cr. (max) – shall be provided for procurement and installation of relevant plant and machines including hardware and software etc. in BI for R&D activities and common facilities for incubatees of BI.
- **Design**
 - **Design Project:** For the design projects approved for any MSME, 75% (Micro) and 60% (Small & Medium) of the total project cost will be contributed by GoI up to a maximum of Rs. 40 lakh and the remaining project cost will be borne by MSMEs and deposited to the IA.

- **Student Project:** 75% of the total project cost will be contributed by GoI up to a maximum of Rs. 2.5 lakhs.
- **IPR**
 - A Grant of up to Rs. 1 crore would be provided to an IPFC in milestone-based (three or more) installments.
 - **Reimbursement for registration of Patent, Trademark, Geographical Indications (G.I.), Design:**
The maximum financial assistance to the eligible applicants under the IPR component is as follows:

S. No.	Item	Maximum Financial Assistance
i.	Foreign Patent	Rs. 5.00 lakhs
ii.	Domestic Patent	Rs. 1.00 lakhs
iii.	GI Registration	Rs. 2.00 lakhs
iv.	Design Registration	Rs. 0.15 lakhs
v.	Trademark	Rs. 0.10 lakhs



Scheme applicable for:

- **Incubation:** MSMEs, Individuals, Students who want to develop their innovative ideas can apply through registered HIs.
- **Design:** The beneficiary unit(s) must typically be a registered micro, small or medium enterprises as per the definition in MSMED Act and should have a valid UAM or Udyam Registration.
- **IPR:** For Manufacturing MSMEs with UDYAM Registration.



Detailed Information:

- MSME Innovative is a holistic approach to unify, synergize and converge 3 sub- schemes and interventions with a single purpose. MSME Innovative is a new concept for MSMEs with a combination of innovation in incubation, design intervention and by protecting IPR in a single mode approach to create awareness amongst MSMEs about India's innovation and motivate them to become MSME

Champions. This will act as a hub for innovation activities facilitating and guiding development of ideas into viable business proposition that can benefit society directly and can be marketed successfully.



How to apply:

- The eligible applicants may apply at the MIS portal (<https://innovative.msme.gov.in>).



3) MSME COMPETITIVE (LEAN) SCHEME



Objective:

The objective of the scheme is to enhance the Domestic and Global Competitiveness of MSMEs through the application of various Lean Techniques That inter-alia includes:

- **Reduction in:**

- Rejection Rates
- Product and Raw Material Movements
- Product Cost

- **Optimization of:**

- Space Utilization
- Resources like Water, Energy, Natural Resources etc.

- **Enhancement of:**

- Quality of Products and Process
- Production & Export Capabilities
- Workplace Safety
- Knowledge & Skill Set
- Innovative Work Culture
- Social & Environmental Accountability
- Profitability
- Introduction & Awareness to Industry 4.0
- Digital Empowerment



Key Benefits:

- **Implementation Cost (Max. per unit)**

- Basic Level: Free
- Intermediate Level: ₹ 1,20,000 + Taxes
- Advanced Level: ₹ 2,40,000 + Taxes

- **Beneficiary Contribution:**
 - Basic: NA
 - Intermediate Level: 10% of total cost of implementation i.e., up-to Rs. 12,000/- + Taxes per unit (Max.)
 - Advanced Level: 10% of total cost of implementation i.e., up-to Rs. 24,000/- + Taxes per unit (Max.)

- **GoI Contribution:**
 - Basic Level – NA
 - Intermediate Level: MSME Unit will be entitled for up-to Rs. 1,08,000/- (max.) towards the implementation cost (Taxes extra)
 - Advanced Level: MSME Unit will be entitled for up-to Rs. 2,16,000/- (max.) towards the implementation cost (Taxes extra)

- **Additional Benefit:**
 - Basic Level – NA
 - Intermediate Level & Advanced Level
 - a) Additional 5% GoI contribution for MSMEs which are part of SFURTI Clusters, Woman/SC/ ST owned, NER located MSMEs.
 - b) OEM/ Industry Association route
 - Additional 5% GoI contribution shall be given to the MSMEs registering through Industry Association/ OEM after completion of all levels.
 - ₹ 5000/ per MSME shall be given to OEM/ Association after completing all stages of lean intervention.
 - For availing this benefit MSME unit need to mention on while applying – Applying under Original Equipment Manufacturer (OEM) or Applying under Industry Association (IA)



Scheme applicable for:

- All MSMEs registered with the UDYAM registration portal (of the MoMSME) will be eligible to participate in MSME Competitive (Lean) Scheme and avail related benefits/incentives.
- Scheme is also open to Common Facilities Centers (CFCs) under SFURTI (Scheme of Fund for Regeneration of Traditional Industries) and Micro & Small Enterprises - Cluster Development Program (MSE-CDP) Schemes.



Detailed Information:

Ministry of Micro, Small & Medium Enterprises, Government of India, aims to implement the MSME Competitive (Lean) Scheme for MSMEs with an objective to enhance their productivity, efficiency, and competitiveness by reduction of wastages in processes, inventory management, space management, energy consumption, etc.



How to apply:

- Eligible MSMEs shall apply through online portal (<https://lean.msme.gov.in/>).





SELF RELIANT INDIA (SRI) FUND

Empowering MSMEs for Aatmanirbhar Bharat



About the scheme:

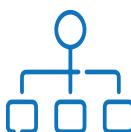
- India has embarked upon the path of self reliant economic growth for achieving its aspiration of becoming an economic superpower. Towards this end, one of the initiatives taken by the Government of India is the launch of the Self Reliant India (SRI) Fund.
- The Fund structure is designed in a manner that it will leverage the strength of the private sector in providing growth capital to viable MSMEs having a definite growth plan.



Fund Objective:

The Fund aims to provide capital support to the Daughter Funds for onward provision to MSMEs as growth capital, through equity, quasi-equity and debt to achieve the following:

- Supporting faster growth of MSME businesses, thereby igniting the economy & creating several employment opportunities.
- Supporting enterprises which have the potential to graduate beyond the MSME bracket and become National/International champions.
- Supporting MSMEs which will help make India self-reliant by producing relevant technologies, goods and services.



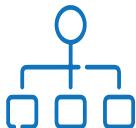
SRI Fund Structure:

- The Ministry of Micro, Small and Medium Enterprises has established, through NSIC Venture Capital Fund Limited (NVCFL), an AIF, christened as Self Reliant India (SRI) Fund, having Mother Fund-Daughter Fund structure for ensuring

availability of growth capital to the MSMEs, through equity/quasi-equity/ equity like structured instruments.

This will encourage MSMEs in moving towards listing on the Stock Exchanges, and growing beyond the bracket of MSME.

The AIF will be anchored by NSIC Venture Capital Fund Limited (NVCFL), a wholly owned subsidiary of The National Small Industries Corporation (NSIC), a Mini-Ratna Corporation of the Government of India under the Ministry of Micro, Small and Medium Enterprises (MoMSME).



SRI Fund Features:

Particulars	Details
Target Group	Viable MSMEs with a positive growth trajectory
Total Corpus	Government of India through M/o MSME. Contribution INR 10,000 crore
Tenure of Fund	Fund life is 15 years
Scope	Disbursement to MSMEs across the country impacting lives and far and wide.
Fund Type	Daughter Funds can be categorized I or II AIFs registered with SEBI
Exclusions	Non-Profit Institutions, NBFCs, financial inclusion sector, SHGs and other financial intermediaries.

SRI Fund will contribute towards achieving India's \$5 trillion GDP target by creating a vibrant MSME ecosystem, and making an Aatmanirbhar Bharat.

For complete details visit www.nvcfl.co.in





Raising and Accelerating MSME Performance (RAMP)



About the scheme:

- RAMP is a World Bank supported Central Sector Scheme aimed at improving access of MSMEs to market, finance and technology upgradation by enhancing the outreach of existing MoMSME schemes. The programme also aims at strengthening institutions at the Central and State level, and enhancing Centre- State collaboration



Objective:

- Accelerating Centre- State collaboration in MSME promotion and development
- Enhancing effectiveness of existing MoMSME schemes for technology upgradation
- Strengthening Receivable Financing Market for MSMEs
- Enhancing effectiveness of Credit Guarantee Trust for Micro & Small Enterprises (CGTMSE), and promoting guarantee for greening initiatives of MSEs, and women owned MSEs
- Reducing incidence of delayed payments to MSEs



Key Benefits:

- RAMP scheme would enhance the performance of MSMEs by promoting technology upgradation, innovation, digitization, market access, credit, greening initiatives, etc through active participation of the State Governments.



Target Beneficiaries

- RAMP scheme envisages to benefit more than 5.5 lakh MSMEs during the programme period (FY 2022-23 to 2026-27). The programme implementation will be through the State agencies.



Scheme applicable for:

- Individual MSMEs through State Government/Agencies



Further details:

- A separate RAMP portal will be developed shortly, with all guidelines etc.





IMPORTANT CONTACT NUMBERS

Contact Addresses of the Offices of M/oMSME and its Statutory Bodies

Sl. No.	Name and Address of the organisation	Website	E-mail	Telephone	Fax
1	Ministry of Micro, Small and Medium Enterprises, Udyog Bhavan, New Delhi – 110 107	www.msme.gov.in	min-msme@nic.in	011-23063800 23063802-06	011-23062315 23061726 23061068
2	Office of Development Commissioner (MSME), 7th Floor, A-Wing, Nirman Bhavan, New Delhi – 110 108	www.dcmsme.gov.in; www.laghu-udyog.com; www.smallindustry.com	dc-msme@nic.in	011-23063800 23063802-06	011-23062315 23061726 23061068
3	Khadi and Village Industries Commission, (KVIC), "Gramodaya" 3, Irla Road, Vile Parle (West), Mumbai - 400056, Maharashtra	www.kvic.org.in	kvichq@bom3.vsnl.net.in, ditkvic@bom3.vsnl.net.in, dit@kvic.gov.in	022-26714320-25/26716323/26712324/ 26713527-9/ 26711073/ 26713675	022-26711003
4	Coir Board, "Coir House", M.G. Road, Ernakulam, Kochi-682016, Kerala	www.coirboard.gov.in	info@coirboard.org coirboard@nic.in	0484-2351900 2351807, 2351788, 2351954, Toll Free – 1-800-4259091	0484-2370034 2354397
5	National Small Industries Corporation Limited (NSIC), NSIC Bhawan, Okhla Industrial Estate, New Delhi – 110 020	www.nsic.co.in	info@nsic.co.in,	011-26926275 26910910 26926370 Toll Free 1-800-111955	011-26932075 26311109
6	National Institute for Micro, Small and Medium Enterprises (NI-MSME), Yousuf Gauda, Hyderabad – 500 045	www.nimsme.org	registrar@nimsme.org	040-23608544-46 23608316-19	040-23608547 23608956 23541260
7	Mahatama Gandhi Institute for Rural Industrialisation, Maganwadi, Wardha-442001	www.mgiri.org	director:mgiri@gmail.com	0752-253512	0752-240328

32 MSME- Development and Facilitation Office (MSME-DFO)

S.No	Name and address of Offices/ Officers	Telephone/ Fax No.	Email /Websites
1.	MSME-DFO,Indranagar, (Near ITI Play ground), PO-Kunjaban, Agartala-799006	Ph : 0381-2352013/9742 Fax : 0381-2356570	dcdi-agartala@dcmsme.gov.in www.msmedi-agartala.nic.in
2.	MSME-DFO, 34, Industrial Estate, Nunhai, (U.P.), Agra -282 006. UP,	Ph : 0562-2280879 Fax : 0562-2280882	dcdi-agra@dcmsme.gov.in www.msmediagra.gov.in
3.	MSME-DFO, 65/1,G.S.T. Road, Guindy, P.B. 3746, Chennai -600 032. Tamilnadu,	Ph : 044-22501011 044-22501475 044-22501785 Fax : 044-22341014	dcdi-chennai@dcmsme.gov.in www.msmedi-chennai.gov.in
4.	MSME-DFO, Vikas Sadan, College Square, Cuttack -753 003. Odisha,	Ph : 0671-2548006 /077 /049 Fax : 0671-2611958	dcdi-cuttack@dcmsme.gov.in www.msmedicuttack.gov.in
5.	MSME-DFO, Tadong Housing Colony, P.O. Tadong, Gangtok -737102 Sikkim,	Ph : 03592-231262 /880 Fax : 03592-231262	dcdi-gangtok@dcmsme.gov.in www.msmedigangtok.gov.in
6.	MSME-DFO, Opp. Konkan Railway Station. (Kepem Road), P.O. Box 334, Margao -403 601. Goa	Ph : 0832-2705092/93, 2725979 Fax : 0832-2705094	dcdi-goa@dcmsme.gov.in www.msmedigoa.gov.in
7.	MSME-DFO, Industrial Estate Bamuni Maidam, Guwahati -781021 Assam.	Ph :0361-2550052, 2550073 Fax : 0361-2550298	dcdi-guwahati@dcmsme.gov.in http://www.msmedi-guwahati.gov.in/
8.	MSME-DFO, Kham Bungala Campis, Kaladungi Road, Haldwani -263139 Uttarakhand	Ph :05946-228353 Fax : 05946-221053	dcdi-haldwani@dcmsme.gov.in www.msmedihaldwani.gov.in
9.	MSME-DFO, Industrial Estate, Gokul Road, Hubli -580 030 Karnataka,	Ph :0836-2332334/2330589/ 2335634 Fax :0836-2330389	dcdi-hubli@dcmsme.gov.in www.msmedihubli.gov.in
10.	MSME-DFO, C-17/18, Takyelpat Industrial Estate, Imphal -795 001., Manipur	Ph : 0385-2449096 / 2449096	dcdi-imphal@dcmsme.gov.in www.msme-diimphal.gov.in
11.	MSME-DFO, 10, Industrial Estate, Polo Ground, Indore -452 003. MP	Ph : 0731-2420723	dcdi-indore@dcmsme.gov.in www.msmeindore.nic.in

12.	MSME-DFO, 22, Godown, Industrial Estate, Jaipur -302 006. Rajasthan	Ph : 0141-2212098/3099/ 0553 Fax : 0141-2210553	dcdi-jaipur@dcmsme.gov.in www.msmedijaipur.gov.in
13.	MSME-DFO, Industrial Estate, Digiana, Jammu -180 010	Ph : 0191-2431077 Fax : 0191-2450035	dcdi-jammu@dcmsme.gov.in www.msmedijammu.gov.in
14.	MSME-DFO, 107, Industrial Estate, Kalpi Road, Kanpur -208 012. UP	Ph : 0512-2295070 , 0512-2295071, 0512-2295073 Fax : 0512-2220831	dcdi-kanpur@dcmsme.gov.in www.msmedikanpur.gov.in
15.	MSME-DFO, Industrial Development Colony, Near Iti, Kunjjoura Road Karnal -132 001 Haryana.,	Ph : 0184-2230910 Fax : 0184-2231862	dcdi-karnal@dcmsme.gov.in www.msmedikarnal.gov.in
16.	MSME-DFO, 111&112,B.T.Road, Kolkata -700035. W.Bengal	Ph : 033-25770595/598 Fax : 033-25775531	dcdi-kolkatta@dcmsme.gov.in www.sisikolkata.gov.in
17.	MSME-DFO, Industrial Area B, Ludhiana -141 003 Punjab	Ph : 0161-2531733 /735 Fax : 0161-2533225	dcdi-ludhiana@dcmsme.gov.in www.msmedildn.gov.in
18.	MSME-DFO, Kurla Andheri Road, Sakinaka, Mumbai - 4000072 Maharashtra	Ph : 91-22-28576090 / 3091 / 4305 Fax : 91-22-28578092	dcdi-mumbai@dcmsme.gov.in www.msmediumumbai.gov.in
19.	MSME-DFO, C- Block, C.G.O. Complex, Seminary Hill, Nagpur -440 006. Maharashtra	Ph : 0712-2510352/0046 Fax : 0712-2511985	dcdi-nagpur@dcmsme.gov.in www.msmedinagpur.gov.in
20.	MSME-DFO, Okhla Industrial Estate New Delhi -110 020.	Ph : 011-26847223, 26838118/ 269 Fax :011-26838016	dcdi-haldwani@dcmsme.gov.in www.msmedihaldwani.gov.in
21.	MSME-DFO, Patliputra Industrial Estate, Patna -800 013. Bihar	Ph :0612-2262719 , 0612-2262186 , 0612- 2262208 Fax :0612-2261677	dcdi-patna@dcmsme.gov.in www.msmedipatna.gov.in
22.	MSME-DFO, Near Urkura Railway Station, Bhanpuri Industrial Area, Raipur(C.G)-493221 Chhattisgarh	Ph: 0771-2562312 Fax: 0771-2562719	dcdi-raipur@dcmsme.gov.in www.msmediraipur.gov.in
23.	MSME-DFO, Kokar Industrial Estate, Ranchi -834001. Jharkhand	Ph :0651-2546133/2546266 Fax :0651-2546235	dcdi-ranchi@dcmsme.gov.in www.msmediranchi.nic.in
24.	MSME-DFO, CHAMBAGHAT, Solan -173213. Himachal Pradesh	Ph :01792-230766 Fax :01792-230265	dcdi-solan@dcmsme.gov.in www.msmedihimachal.nic.in

25.	MSME-DFO, Kanjany Oad, Ayyanthole, Thrissur -680 003. Kerala,	Ph :0487-2360216/686 Fax :0487-2360216	dcdi-thrissur@dcmsme.gov.in www.msmedithrissur.gov.in
26.	MSME-DFO, Harsiddh Camber, 4thFloor, Ashram Road,(Gujarat), Ahmedabad -380 014. Gujarat	Ph :079-27540619 , 079-27544248 079-27543147	dcdi-ahmbad@dcmsme.gov.in www.msmediahmedabad.gov.in
27.	MSME-DFO, E-17/18, Industrial Estate, Naini, Allahabad -211 009. U.P,	Ph :0532-2697468/6810 Fax :0532-2696809	dcdi-allbad@dcmsme.gov.in www.msmedallahabad.gov.in
28.	MSME-DFO,Rajaji Nagar, Industrial Estate Bangalore - 560 044. Karnataka,	Ph :080-23151540/582/583 Fax:080-23144506	dcdi-bang@dcmsme.gov.in www.msmedibangalore.gov.in
29.	MSME-DFO, Narsapur Cross Roads, Bala Nagar, Andhra Pradesh Hyderabad -500 037	Ph :040-23078857 Fax :040-23078131/32/33	dcdi-hyd@dcmsme.gov.in www.msmehyd.ap.nic.in
30.	MSME-DFO, Institute,Goshala Road, P.O. Ramna, Muzaffarpur -842 002. Bihar	Ph :0621-2282486 Fax: 2284425	dcdi-mzfpur@dcmsme.gov.in www.msmedimzfpur.bih.nic.in
31.	MSME Development Institute, 6th Mile, Sovima, Dimapur, Nagaland - 797115. (Near Nagaland Bamboo resource Centre)	Ph : 03862-248552	Br dcdi-dima@dcmsme.gov.in
32.	MSME-Development Institute, Visakhapatnam ANDRA PRADESH F-19 to 22, IDA, D-Block, Autonagar, Visakhapatnam-530012	Ph : 0891-2517942, 2701061	br dcdi-vish@dcmsme.gov.in,

Branch MSME DFO

S.No	Name and address of Offices/ Officers	Telephone/ Fax No.	Email /Websites
1.	BR.MSME-DFO Apidfc Building 'C' Sector, Itanagar -791111.	Ph : 0360-2291176	brmsme.itan@gmail.com
2.	BR.MSME-DFO Vip Road, Jungle Ghat, Post Box No.547, Portblair-744103	Ph :03192-252308	
3.	BR.MSME-DFO Link Road Point, N.S.Avenue, Silchar-788006	Ph : 03842-247649	br dcdi-silc@dcmsme.gov.in
4.	BR.MSME-DFO Darrang College Road, Tezpur-784001	Ph :03712-221084	br dcdi-tezp@dcmsme.gov.in
5.	BR.MSME-DFO RA-39 (Ground Floor), Urvashi (Ph. 2), Bengal Ambuja, Tarashankar Sarani, City Centre, Durgapur -713216.	Ph :0343-2547129	br dcdi-durg@dcmsme.gov.in
6.	BR.MSME-DFO Chandpur Industrial Estate, Varanasi -221106.	Ph : 0542-2370621	br dcdi-vara@dcmsme.gov.in

7.	BR.MSME-DFO Amalepatti, Diphu-782460 Karbi Anglong (dist)	Ph : 03761-272549	brcdi-diph@dcmsme.gov.in
8.	BR.MSME-DFO Masat Industrial Estate, Silvassa	Ph : -0260-2640933,2643103	brcdi-silv@dcmsme.gov.in
9.	BR.MSME-DFO 3rd Floor,Annexe Building Amruta(Jasani)Building Premises, Near Girnar Cinema MG Road Rajkot -360001	Ph : 0281-2471045	brcdi-rajk@dcmsme.gov.in
10.	BR.MSME-DFO Iti Campus, Hansi Road, Bhiwani-125021	Ph : 01664-242236	brcdi-bhiw@dcmsme.gov.in
11.	BR.MSME-DFO Opposite Industrial Estate, Sanat Nagar, Srinagar -190 005.	Ph : 0191-2431077, 2435425	brcdi-bhiw@dcmsme.gov.in
12.	BR.MSME-DFO Katras Road, Matkuria, Dhanbad-826001	Ph : 0326-2303769/380	brcdi-dhan@dcmsme.gov.in
13.	BR.MSME-DFO L-11, Indl.Estate, Yeyyadi, Mangalore-575008	Ph : 0824-2217936 /96	brcdi-mang@dcmsme.gov.in
14.	BR.MSME-DFO C-1 & 2, Industrial Estatem.S.K. Mill Road, Gulbarga-585102	Ph : 08472-420944	brcdi-gulb@dcmsme.gov.in
15.	BR.MSME-DFO 7, Indl. Estate, Tansen Road,, Gwalior -474004.	Ph : 0751/2422590	dcdigwl.msmee@gov.in
16.	BR.MSME-DFO Udyog vihar, Chorhatta, Rewa -486001	Ph : 07662/222448	brcdi-reva@dcmsme.gov.in
17.	BR.MSME-DFO 32-33,Midc, Indl. Area, Chikal Thana, Aurangabad-431210.	Ph : 0240-2485430 Fax : 0240-2484204	brcdi-aura@dcmsme.gov.in
18.	BR.MSME-DFO Lower Lachimiere, Shilong-793001	Ph : 0364 2223349	brcdi-shil@dcmsme.gov.in
19.	BR.MSME-DFO Tura,Near TV Tower Dakopgre Tura Meghalaya -794101	Ph : 03651-222569	brcdi-tura@dcmsme.gov.in
20.	BR.MSME-DFO, Upper Republic Road, Aizawl	Ph: 0389-2323448	brcdi-aizw@dcmsme.gov.in
21.	BR.MSME-DFOC-9, Indl.Estate, Rourkela -769004.	Ph : 0661-2507492	brcdi-rour@dcmsme.gov.in
22.	BR.MSME-DFO New Colony, Rayagada -765004	Ph : 06852-222268	brcdi-rraya@dcmsme.gov.in
23.	BR.MSME-DFO 386, Patel Road, Ram Nagar, Coimbatore	Ph : 0422 2233956 (tele fax)	brcdi-coim@dcmsme.gov.in
24.	BR.MSME-DFO Plot No. PP11, TANSIDCO Industrial Estate, Melur Main Road, K Pudur, Madurai, Tamil Nadu, India - 625007	Ph : 0452 2918313	brcdi.mdri@dcmsme.gov.in
25.	BR.MSME-DFO Station More,P.O.Suri, Birbhum -731101.	Ph : Ph : 03462-2554402	brcdi-birb@dcmsme.gov.in
26.	BR.MSME-DFO 3&4,Industrial Estate, Sevoke Road, Siliguri -734001	Ph : 0353/2542487	brcdi-sili@dcmsme.gov.in



सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

"The Future Depends On What You Do Today"
MAHATMA GANDHI





GST Registration Guide

Disclaimer: This guide has been prepared by team at ProfitBooks (Online Accounting Software). Since Indian Government is updating GSTN website regularly, some of the steps mentioned below might change.

Please visit www.ProfitBooks.net for latest updates.

GST Registration Process:

Steps for Existing taxpayers registered under Excise, Service Tax and State Tax Laws such as VAT, Entry Tax, Luxury Tax and Entertainment Tax, those who received SMS/ E-Mail with Provisional ID and Password, to enrol with the GST Common Portal using Provisional ID and Password:

All existing taxpayers and VAT dealers will be given a provisional ID and a password. You first need to create your username and password using this provisional ID and password at the GST Common Portal – www.gst.gov.in.

It is assumed that all existing Central Excise taxpayers are already registered under State VAT Department. It covers both Central Excise and State VAT registration.

To enrol with the GST Common Portal, you need to perform the following steps:

1. Access the www.gst.gov.in URL. The GST Home page is displayed.
2. Click the NEW USER LOGIN button.



3. The Declaration page is displayed. Select the checkbox for declaration and click the CONTINUE button.



Skip to Main Content: A⁺ A⁻

 Goods and Services Tax

Login

GSTIN has been assigned the task of collection of data of existing taxpayers as a step towards advance preparation for their smooth transition to GST. Existing Taxpayers can enrol themselves through provisionally provided GSTIN (Goods and Services Tax Identification Number) called as Provisional ID and update their business related details on the GST portal.

I agree to provide details as per the provisions of Proposed Model Goods and Services Tax Act (GST Act).

CONTINUE

Steps to complete Provisional Registration

- * Step 1: Enter the Username and Password provided to you by your state VAT Authority
- * Step 2: Enter Mobile Number and Email Address of the authorized signatory of the business entity All future correspondence from the GST portal will be sent on this registered Mobile Number and Email Address.
- * Step 3: Enter OTP sent on Mobile Number and Email Address provided by you
- * Step 4: Enter information and upload scanned images as mentioned in provisional registration form

Please read the User Guide and FAQ (links available in the footer) before proceeding ahead.
In case of any queries please contact our Help Desk Number or Email Address mentioned in the footer.

4. The Login page is displayed. In the Provisional ID field, type the username that you received in the e-mail, SMS or any other communication received from the State VAT Department.
5. In the Password field, type the password that you received in the e-mail, SMS or any other communication received from the State VAT Department.
6. In the Type the characters you see in the image below field, type the catcher text as shown in the screen.
7. Click the LOGIN button.

Note:

In case you have not received or lost your Provisional ID and Password, contact your State VAT Department.

In case you have already created your username, click the [here](#) link to login.

8. The Provisional ID Verification page is displayed. In the Email Address field, enter your email

9. In the Mobile Number field, enter your valid Indian mobile number.

There are two One-time Password (OTPs) which will be sent on your email address and mobile you just mentioned. Both OTPs are required for the verification.

Note:

Enter your own email address and mobile number if you are the Primary Authorized Signatory. All future correspondences from the GST Common Portal will be sent on this registered email address and mobile number only

E-mail address and mobile number cannot be changed till 01/04/2017.

Any change in the registered email address and mobile number can be done through the amendment process after 01/04/2017 as specified in the GST Act.

10. Click the CONTINUE button.

You must have received two different OTPs. Do not share these OTPs with anyone. Check your email address and note your email OTP. Also check text message sent on OTP. Also check text message sent on your mobile phone and note your mobile OTP.



Home - Create Username

Goods and Services Tax

Progress: 1 Provisional ID Verification 2 OTP Verification 3 New Credentials 4 Security Questions

Kindly provide the below information to proceed

* Indicates Mandatory Fields

Please enter mobile number and Email Address of Authorized Signatory. All future correspondences from the GST portal will be sent on this registered Mobile Number and Email Address only. Changes to this will be non-editable till 01/04/2017

Email Address*

Mobile Number*

+91 Enter Mobile Number

CONTINUE

11. The OTP Verification page is displayed. In the Email OTP field, enter the OTP you received in your email address.

12. In the Mobile OTP field, enter the OTP you received on your mobile phone.

Note:

In case you have not received the OTP, click the RESEND OTP button to resend the OTP to your email address and mobile number. Both new OTPs have to be used for the verification. The validity period of OTP is 10 minutes.

13. Click the CONTINUE button.



14. The New Credentials page is displayed. In the New Username field, enter a username for yourself.
15. In the New Password field, enter a password of your choice that you will be using from next time onwards.

Note:

Username should be of 8 to 15 characters, which should comprise of alphabets, numbers and can contain special character dot(.), underscore (_) or hyphen (-).

Password should be of 8 to 15 characters, which should comprise at least one alphabet, one number, one upper case letter, one lower case letter and one special character.

16. In the Reconfirm Password field, reenter the password.
17. Click the CONTINUE button.

18. The Security Questions page is displayed. For each security question, enter the answers.

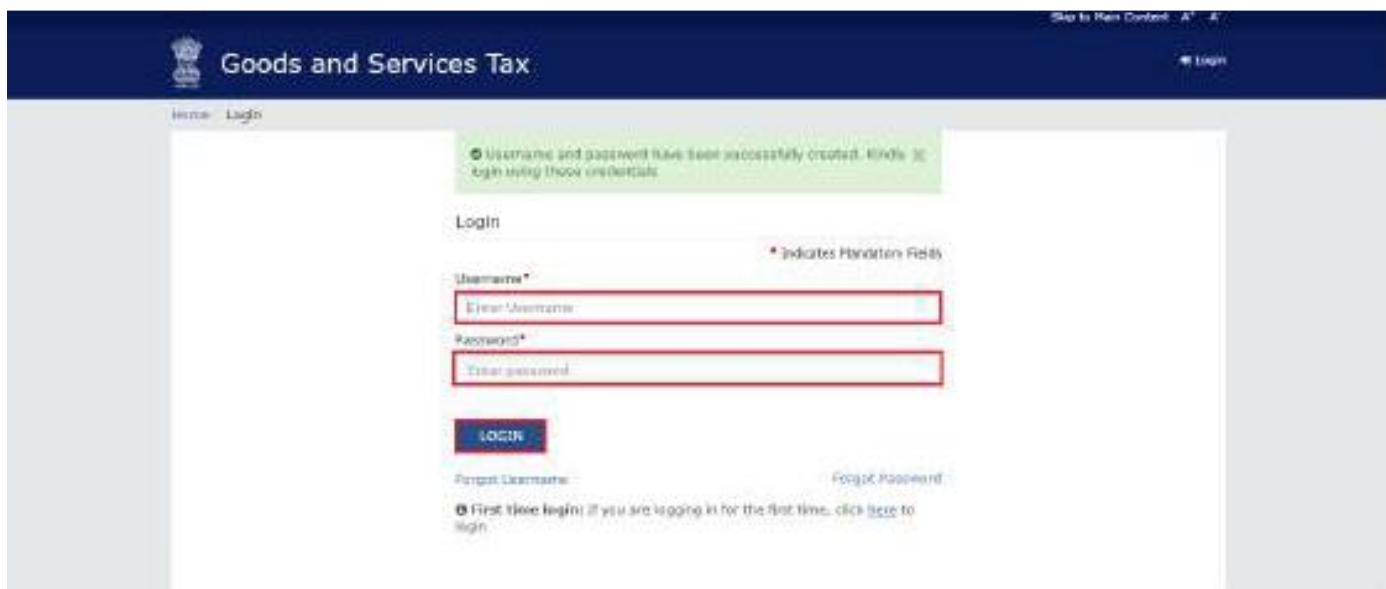
Note:

There are five questions on this page. It is mandatory to enter answers to all the security questions. Be careful when answering the security questions. In case you forget your password, you will be required to answer these security questions to retrieve your password.

19. Click the SUBMIT button.

The message “Username and password have been successfully changed. Kindly login using these credentials” is displayed. You can now login to the GST Common Portal using the username and password you just created.

20. In the Username field, enter the username you just created.
21. In the Password field, enter the password.
22. In the Type the characters you see in the image below field, type the catcher text as shown on the screen.
23. Click the LOGIN button.



24. The Welcome page is displayed. Click the CONTINUE button.

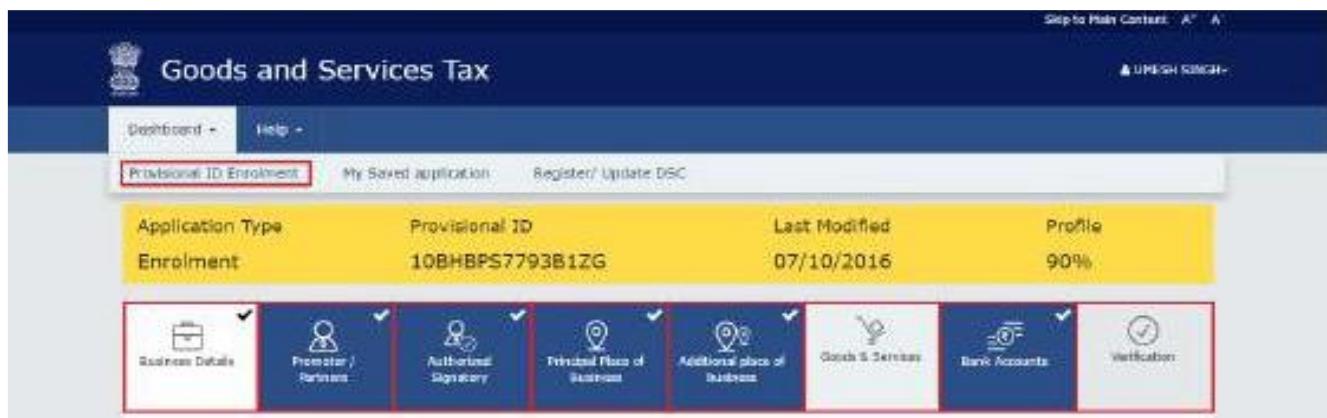


Your Dashboard is displayed.

Note:

Enrolment application can be filled only in English language. You can save and retrieve the application later. All the fields marked with red dot are mandatory to be filled.

Alternatively, you can click the Dashboard > Provisional ID Enrolment command to access the Enrolment Application.



On the top of the page, there are eight tabs as Business Details, Promoter/ Partners, Authorized Signatory, Principal Place of Business, Additional Place of Business, Goods & Services, Bank Accounts and Verification. Click each tab to enter the details.

Business Details:

The Business Details tab is selected by default. This tab displays the information to be filled for the business details required for enrolment.

* indicates mandatory fields

Details of your Business

Legal Name of Business (as per PAN)	Legal Name of Business (as per current tax Act)	PAN of the Business
Prakash Agarwala	OM PRAKASH AGARWALA	AABFO0597R
Trade Name	Constitution of Business*	
Enter Trade Name	Select One Business Area	
State	Ward/Circle/Sector	Ward/Circle/Sector No.*
Meghalaya	circle	Select

Please indicate existing registration under VAT/Central Excise/Service Tax/Luxury Tax/Entertainment Tax etc. as applicable

Registration Type*	Registration No.*	Date of Registration*
Select		DD/MM/YYYY <input type="button" value=""/>
		<input type="button" value="ADD"/> <input type="button" value="CANCEL"/>

Document Upload

Proof of Constitution of Business*
Select
<p>* File with PDF or JPEG format is only allowed.</p> <p>* Maximum file size for upload is 1 MB</p> <input type="button" value="Choose File"/> No file chosen
<input type="button" value="BACK"/> <input type="button" value="SAVE & CONTINUE"/>

Note:

Following details are auto populated in the enrolment application based on your existing data in VAT system but you cannot edit these details:

1. 1. Legal Name of Business (as per PAN)
- Legal Name of Business (as per current tax Act)
- PAN of the Business
- State
- Ward/Circle/Sector

The Trade Name is prepopulated but you can edit the same.

- a. In the Trade Name field, enter the trade name of your business.
- b. In the Constitution of Business dropdown list, select the type of constitution of your business.
- c. In the Ward/Circle/Sector No. dropdown list, select the Ward/ Circle/ Sector number of your business.

- d. Under the Please indicate existing registration section, in the Registration Type dropdown list, select the appropriate registration type.
- e. In the Registration No. field, enter the registration number
- f. Select the Date of Registration using the calendar.
- g. Click the Add button.
- h. In the Document Upload section, in the Proof of Constitution of Business dropdown list, select the appropriate document to be uploaded.
- i. Click the Choose File button. Navigate and select the document.
- j. Click the SAVE & CONTINUE button.

Promoter/ Partners:

This tab page displays the details of the stakeholders chosen in the Constitution of Business detail.

Details of Proprietor

• indicates mandatory field

Personal Information

First Name*	Middle Name	Last Name
SUNIL	KUMAR	BAJPAYEE
Name of Father/Husband		
First Name*	Middle Name	Last Name
Enter the First Name	Enter the Middle Name	Enter the Last Name
Date of Birth*	Mobile Number*	Email Address
DD/MM/YYYY	+91 Enter Mobile Number	Enter Email Address
Gender*	Telephone Number	
<input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Others	Enter Telephone Number	

Identity Information

Designation*	Permanent Account Number*	
Enter the Designation	ENTER PAN	
Are you a citizen of india?	Passport Number	Aadhaar Number
<input checked="" type="checkbox"/> Yes	Enter the Passport Number	Enter Aadhaar Number

Residential Address

Building No. / Flat No.*	Floor No.	Name of the Premise / Building
Enter Building No. / Flat No.	Enter Floor No.	Enter Premise / Building
Road / Street*	Locality / Village*	
Enter Road / Street	Enter Locality / Village	
State*	District*	PIN Code*
Select	Select	Enter PIN Code

Document Upload

Upload photograph (of person whose information has been given above)*	<input type="button" value="TAKE PICTURE"/>
<small>File with JPEG format is only allowed. Maximum file size for upload is 100 KB</small>	OR
<input type="button" value="Choose File"/> No file chosen	<small>You can upload your photograph by taking a selfie with your device camera</small>

Other Information

Also authorized Signatory
<input checked="" type="checkbox"/> No
<input type="button" value="BACK"/> <input type="button" value="SHOW LIST"/> <input type="button" value="ADD NEW"/> <input type="button" value="SAVE & CONTINUE"/>

- a. In the First Name field, enter the first name of the stakeholder.
- b. In the Middle Name field, enter the middle name of the stakeholder.
- c. In the Last Name field, enter the last name of the stakeholder.
- d. Under the Name of Father/Husband, in the First Name field, enter the first name of the father of the stakeholder.
- e. Under the Name of Father/Husband, in the Middle Name field, enter the middle name of the father of the stakeholder.
- f. Under the Name of Father/Husband, in the Last Name field, enter the last name of the father of the stakeholder.
- g. Select the Date of Birth of the stakeholder using the calendar.
- h. In the Mobile Number field, enter the valid Indian mobile number of the stakeholder.
- i. In the Email Address field, enter the valid email address of the stakeholder.
- j. Select the Gender of the stakeholder.
- k. In the Designation field, enter the designation of the stakeholder.
- l. In the Permanent Account Number field, enter the Permanent Account Number (PAN) of the stakeholder.
- m. In the Aadhaar Number field, enter the Aadhaar Number of the stakeholder.
- n. In case you are a citizen of India, select Yes or else select No.
 - i. In case of NO, in the Passport Number field, enter the passport number of the stakeholder.
 - o. In the Building No. / Flat No. field, enter the building number and flat number of the residential address of the stakeholder.
 - p. In the Floor No. field, enter the floor number of the residential address.
 - q. In the Name of the Premise / Building field, enter the name of the building of the residential address.
 - r. In the Road / Street field, enter the road name where the residential address is located.
 - s. In the Locality / Village field, enter the locality or village name where the residential address is located.
 - t. In the State dropdown list, select the State where the residential address is located.

- u. In the District dropdown list, select the city or district where the residential address is located.
- v. In the PIN Code field, enter the pin code of the place where the residential address is located.
- w. In the Document Upload section, click the Choose File button to add the photograph of the stakeholder. Navigate and select the document.
- x. Click the SAVE & CONTINUE button.

Note:

In case the stakeholder whose details are entered is also the authorized signatory, select the Also authorized Signatory option.

To add more details of any other stakeholder, click the ADD NEW button.

To view the list of all the stakeholders, click the SHOW LIST button.

Authorized Signatory:

This tab page displays the details of the authorized signatory.

* indicates mandatory field

Authorized Signatory
 Primary Authorized Signatory

Personal Information

First Name*

Middle Name

Last Name

Name of Father/Husband

First Name*

Middle Name

Last Name

Date of Birth*



Mobile Number*

+91

Email Address

Gender*



Male



Female



Others

Telephone Number

Identity Information

Designation*

Permanent Account Number*

Are you a citizen of india?



Yes

Passport Number

Aadhaar Number

If you provide your Aadhaar here, (other than companies / LLP) you can sign your returns etc. using e-Sign based on Aadhaar without requirement of Digital Signature

Residential Address

Building No. / Flat No.*

Floor No.

Name of the Premise / Building

Road / Street*

Locality / Village*

State*

District*

PIN Code*

Document Upload

Proof of appointment of Authorized Signatory*

File with PDF or JPEG format is only allowed.

Maximum file size for upload is 1 MB

No file chosen

Upload photograph (of person whose information has been given above)*

File with JPEG format is only allowed.

Maximum file size for upload is 100 KB

No file chosen

OR

You can upload your photograph by taking a selfie with your device camera

- a. In case you are the primary Authorized Signatory, select the checkbox for Primary Authorized Signatory.
- b. In the First Name field, enter the first name of the authorized signatory.
- c. Under the Name of Father/Husband, in the First Name field, enter the first name of the father of the authorized signatory.
- d. Under the Name of Father/Husband, in the Middle Name field, enter the middle name of the father of the authorized signatory.
- e. Under the Name of Father/Husband, in the Last Name field, enter the last name of the father of the authorized signatory.
- f. Select the Date of Birth of the authorized signatory using the calendar.
- g. In the Mobile Number field, enter the valid Indian mobile number of the authorized signatory.
- h. In the Email Address field, enter the valid email address of the authorized signatory.
- i. Select the Gender of the authorized signatory.
- j. In the Designation field, enter the designation of the authorized signatory.
- k. In the Permanent Account Number field, enter the Permanent Account Number (PAN) of the authorized signatory.
- l. In case you are a citizen of India, select Yes or else select No.
- m. In the Aadhaar Number field, enter the Aadhaar Number of the authorized signatory.

Note:

If you provide your Aadhaar here, (other than companies/ LLP) you can sign your returns etc. using eSign based on Aadhaar without requirement of Digital Signature.

- n. In the Building No. / Flat No. field, enter the building number and flat number of the residential address of the authorized signatory.
- o. In the Floor No. field, enter the floor number of the residential address.
- p. In the Name of the Premise / Building field, enter the name of the building of the residential address.
- q. In the Road / Street field, enter the road name where the residential address is located.

- r. In the Locality / Village field, enter the locality or village name where the residential address is located.
- s. In the State dropdown list, select the State where the residential address is located.
- t. In the District dropdown list, select the city or district where the residential address is located.
- u. In the PIN Code field, enter the pin code of the place where the residential address is located.
- v. In the Document Upload section, in the Proof of appointment of Authorized signatory dropdown list and Upload photograph, select the appropriate document to be uploaded.
- w. Click the Choose File button. Navigate and select the document.
- x. In the Document Upload section, click the Choose File button to add the photograph of the stakeholder. Navigate and select the document.
- y. Click the SAVE & CONTINUE button.

Note:

To add more details of any other authorized signatory, click the ADD NEW button.

To view the list of all the authorized signatories, click the SHOW LIST button.

Principal Place of Business:

This tab page displays the details of the principal place of business.

* indicates mandatory field

Details of Principal Place of Business

Address

Building No. / Flat No.*	Floor No.	Name of the Premise / Building
<input style="border: 2px solid red;" type="text" value="Enter Building No. / Flat No."/>	<input style="border: 1px solid #ccc;" type="text" value="Enter Floor No."/>	<input style="border: 1px solid #ccc;" type="text" value="Enter Premise / Building"/>
Road / Street*	Locality / Village*	
<input style="border: 1px solid #ccc;" type="text" value="Enter Road / Street"/>	<input style="border: 2px solid red;" type="text" value="Enter Locality / Village"/>	
State*	District*	PIN Code*
<input style="border: 1px solid #ccc;" type="text" value="Bihar"/>	<input style="border: 2px solid red;" type="text" value="Select"/>	<input style="border: 1px solid #ccc;" type="text" value="Enter PIN Code"/>
Longitude	Latitude	
<input style="border: 1px solid #ccc;" type="text"/>	<input style="border: 1px solid #ccc;" type="text"/>	

Contact Information

Office Email Address*	Mobile Number*	Office Telephone Number
<input style="border: 2px solid red;" type="text" value="Enter Email Address"/>	<input style="border: 1px solid #ccc;" type="text" value="+91"/> <input style="border: 1px solid #ccc;" type="text" value="Enter Mobile Number"/>	<input style="border: 1px solid #ccc;" type="text" value="Enter Telephone Number"/>
Office FAX Number		
<input style="border: 1px solid #ccc;" type="text" value="Enter Fax Number"/>		

Nature of possession of premises*

Document Upload

Proof of Principal Place of Business*
<input style="border: 2px solid red;" type="text" value="Select"/>
<small>File with PDF or JPEG format is only allowed.</small>
<small>Maximum file size for upload is 1 MB</small>
<input type="button" value="Choose File"/> No file chosen

Nature of Business Activity being carried out at above mentioned premises*

<input type="checkbox"/> Bonded Warehouse	<input type="checkbox"/> EOU / STP / EHTP	<input type="checkbox"/> Factory / Manufacturing
<input type="checkbox"/> Input Service Distributor (ISD)	<input type="checkbox"/> Leasing Business	<input type="checkbox"/> Office / Sale Office
<input type="checkbox"/> Retail Business	<input type="checkbox"/> SEZ	<input type="checkbox"/> Service Provision
<input type="checkbox"/> Service Recipient	<input type="checkbox"/> Wholesale Business	<input type="checkbox"/> Works Contract
<input type="checkbox"/> Warehouse / Depot		

- a. In the Building No. / Flat No. field, enter the building number and flat number of the principal place of your business.
- b. In the Floor No. field, enter the floor number of the principal place of your business.
- c. In the Name of the Premise / Building field, enter the name of the building of the principal place of your business.

- d. In the Road / Street field, enter the road name where the principal place of your business is located.
- e. In the Locality / Village field, enter the locality or village name where the principal place of your business is located.
- f. In the District dropdown list, select the city or district where the principal place of your business is located.
- g. In the PIN Code field, enter the pin code of the place where the principal place of your business is located.
- h. In the Office Email Address field, enter the official email address used for business purpose.
- i. In the Mobile Number field, enter the official Indian mobile number used for business purpose.
- j. In the Office Telephone Number field, enter the official telephone number used for business purpose.
- k. In the Office FAX Number field, enter the official FAX number used for business purpose.
- l. In the Nature of possession of premises dropdown list, select the nature of possession of premises.
- m. In the Document Upload section, in the Proof of Principal Place of Business dropdown list, select the appropriate document to be uploaded.
- n. Select the checkbox for Nature of Business Activity being carried out at the premises whose details are entered here.
- o. Click the SAVE & CONTINUE button.

Additional Places of Business:

This tab page displays the details of the additional places of the business. Enter the details similarly like Principal Place of Business Details provided above.

* indicates mandatory fields

Details of Additional Places of your Business

Address

Building No. / Flat No.* <input style="border: 2px solid red;" type="text" value="Enter Building No. / Flat No."/>	Floor No. <input style="border: 2px solid red;" type="text" value="Enter Floor No."/>	Name of the Premise / Building <input style="border: 2px solid red;" type="text" value="Enter Premise / Building"/>
Road / Street* <input style="border: 2px solid red;" type="text" value="Enter Road / Street"/>	Locality / Village* <input style="border: 2px solid red;" type="text" value="Enter Locality / Village"/>	
State* <input style="border: 2px solid red;" type="text" value="Meghalaya"/>	District* <input style="border: 2px solid red;" type="text" value="Select"/>	PIN Code* <input style="border: 2px solid red;" type="text" value="Enter PIN Code"/>

Contact Information

Office Email Address* <input style="border: 2px solid red;" type="text" value="Enter Email Address"/>	Mobile Number* <input style="border: 2px solid red;" type="text" value="+91 Enter Mobile Number"/>	Office Telephone Number <input style="border: 2px solid red;" type="text" value="Enter Telephone Number"/>
--	---	---

Office FAX Number

Nature of possession of premises*
Nature of possession of premises

Nature of Business Activity being carried out (You may select more than one)*

- | | | |
|--|--|--|
| <input type="checkbox"/> Bonded Warehouse | <input type="checkbox"/> EOU / STP / EHTP | <input type="checkbox"/> Factory / Manufacturing |
| <input type="checkbox"/> Input Service Distributor (ISD) | <input type="checkbox"/> Leasing Business | <input type="checkbox"/> Office / Sale Office |
| <input type="checkbox"/> Others | <input type="checkbox"/> Retail Business | <input type="checkbox"/> SEZ |
| <input type="checkbox"/> Service Provision | <input type="checkbox"/> Service Recipient | <input type="checkbox"/> Wholesale Business |
| <input type="checkbox"/> Works Contract | <input type="checkbox"/> Warehouse / Depot | |

Goods & Services:

This tab page displays the details of the goods and services supplied by the business.

Details of Goods / Commodities supplied by the business

Please specify top 5 goods / commodities supplied by you

Search HSN Chapter by Name or Code

Search HSN Code

In case of Goods

- a. In the Search HSN Chapter by Name or Code field, enter the name or the HSN Code of the goods supplied by the business.

Alternatively, you can also enter the HSN Code in the Search HSN Code field.

- b. Click the SAVE & CONTINUE button.

In case of Services

- a. In the Search by Name or Code field, enter the name or the SAC Code of the services supplied by the business.

- b. Click the SAVE & CONTINUE button.

Bank Accounts:

This tab page displays the details of the bank accounts maintained for conducting business.

Bank Accounts Maintained By the Applicant for Conducting Business

Account Number*	Type of Account*	Others*
Enter Account Number	Select	
Enter Bank IFSC Code* <input type="text" value="Enter IFSC Code for Bank"/> <input type="button" value="GET ADDRESS"/> I Don't know your IFSC Code? Click here to find your bank 		
Bank Name	Bank Address	
<input type="text"/> <input type="text"/>		
Document Upload Supporting Document* <input type="text" value="Select"/> <small>(i) File with PDF or JPEG format is only allowed. (i) Maximum file size for upload is 1 MB <input type="button" value="Choose File"/> No file chosen</small>		
<input type="button" value="BACK"/> <input type="button" value="SHOW LIST"/> <input type="button" value="ADD NEW"/> <input style="background-color: red; color: white; border: none;" type="button" value="SAVE & CONTINUE"/>		

- a. In the Account Number field, enter the account number of the Bank.
- b. In the Type of Account dropdown list, select the type of account.
- c. In the Enter Bank IFSC Code field, enter the IFSC code of the Bank.

Note:

In case you don't know the IFSC code, click the [here](#) link to know the IFSC code.

Alternatively, you can also find the IFSC code in the cheque book or the cheque leaflet of your Bank.

d. In the Document Upload section, in the Supporting Document dropdown list, select the appropriate document to be uploaded.

e. Click the SAVE & CONTINUE button.

Note:

In case you want to add details of more Bank accounts, click the ADD NEW button.

To view the list of all the stakeholders, click the SHOW LIST button.

Verification:

This tab page displays the details of the verification for authentication of the details submitted in the form.

* indicates mandatory fields

Verification	
<input checked="" type="checkbox"/> I/We hereby solemnly affirm and declare that the information given herein above is true and correct to the best of my/our knowledge and belief and nothing has been concealed therefrom.	
Authorized Signatory* <input type="button" value="Select"/>	Place* <input type="text" value="Enter Place"/>
Designation <input type="text" value="Manager"/>	Date* <input type="text" value="07/10/2016"/>
<input type="button" value="BACK"/> <input style="background-color: #0070C0; color: white; border: 1px solid #0070C0; border-radius: 5px; padding: 2px 10px; font-weight: bold; margin: 0 10px;" type="button" value="SUBMIT WITH DSC"/> <input type="button" value="SUBMIT WITH E-SIGNATURE"/> <input style="background-color: #0070C0; color: white; border: 1px solid #0070C0; border-radius: 5px; padding: 2px 10px; font-weight: bold;" type="button" value="SUBMIT"/>	

- a. Select the Verification checkbox.
- b. In the Authorized Signatory dropdown list, select the name of the authorized signatory
- c. In the Place field, enter the place of your principal place of business.
- d. After filling the enrolment application, you need to digitally sign the application using Digital Signature Certificate (DSC) or ESignature.

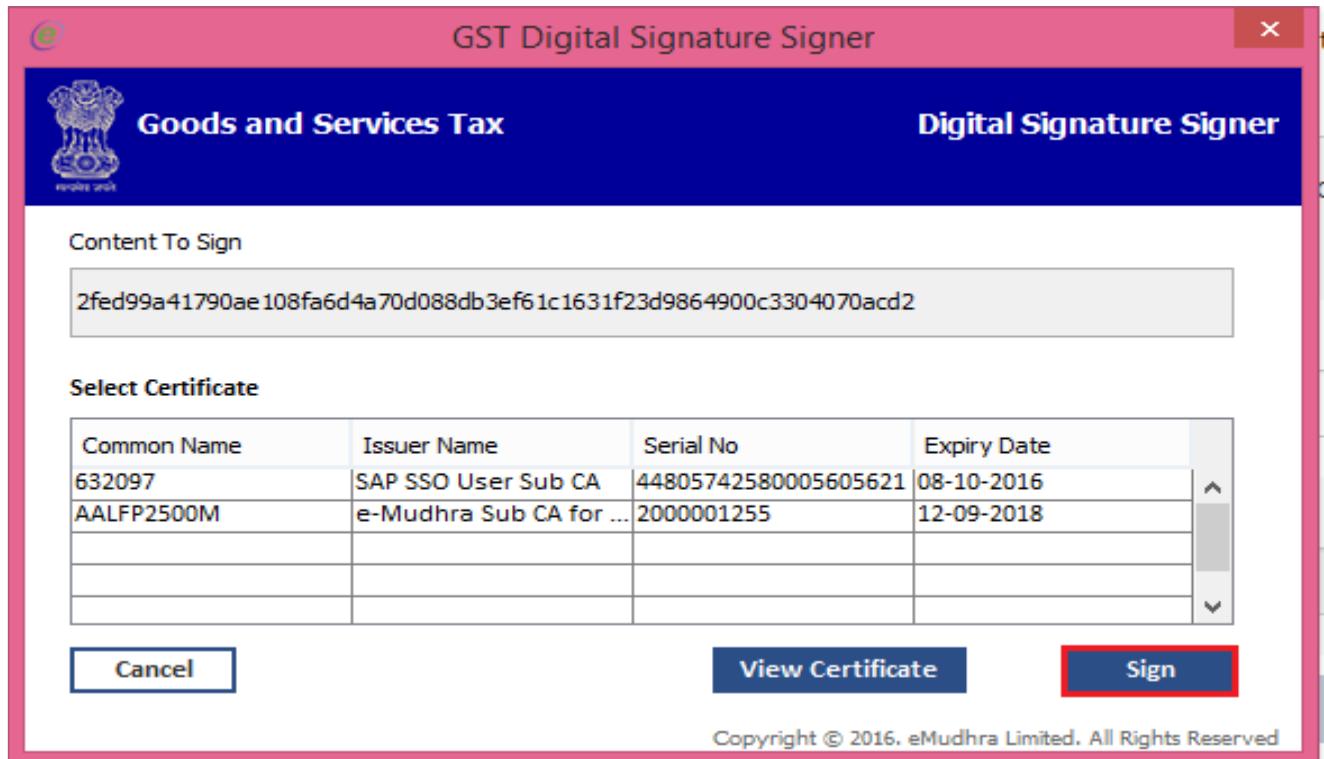
Note:

In case, your DSC is not registered, you will need to register DSC.

e. Click the SUBMIT WITH DSC button.

Note:

To save the Enrolment Application, click the SUBMIT button.



f. Click the PROCEED button.

g. Select the certificate and click the SIGN button.

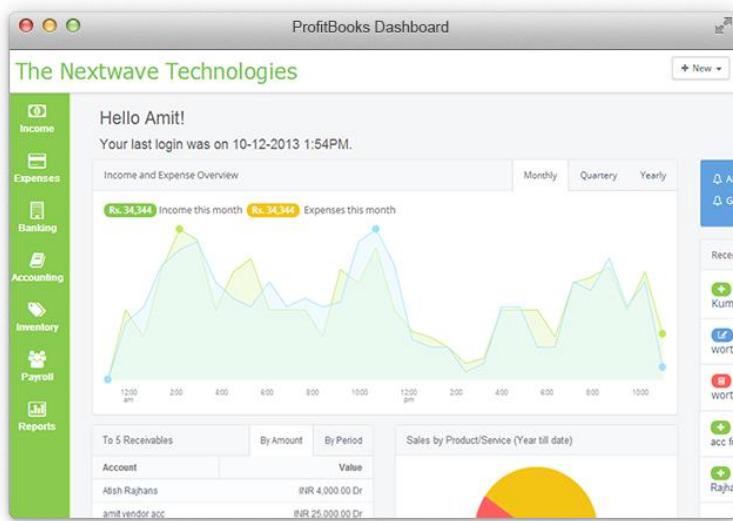
The success message is displayed. You will receive the acknowledgement in next 15 minutes on your registered email address and mobile number. Application Reference Number (ARN) receipt is sent on your email address and mobile number.

Submission of application with the details is NOT completed unless DSC is affixed.

Need Assistance?

ProfitBooks has a team of professionals who can help you with GST registration and compliance related to it. Feel free to contact us at support@profitbooks.net

Make Your Business GST Ready



ProfitBooks is fastest growing & amazingly simple to use cloud accounting software for Indian Businesses. It lets you create beautiful invoices, track expenses and manage inventory without any accounting background.

Over 10,000+ businesses use ProfitBooks every day to manage their finances. Know what's going on with your business with just few clicks.

Get Started With ProfitBooks

Document Checklist - Profectus Advisors

The following is a list of the documents and information that we will need to review as part of our exercise to conduct a due diligence of [•] Private Limited (the "**Company**").

Kindly note that this is a preliminary list and is not exhaustive. Additional information may be required, depending on our findings from the review of the documents/ information provided to us. Please indicate which items are not applicable or are unavailable and whether we can expect additional materials at some later time.

Information Request List		
Area	Ref #	Information required
Corporate Matters & Capitalization	<p>1 The Company's certificate of incorporation, including amendments, if any.</p> <p>2 Copies of the latest Memorandum of Association and Articles of Association of the Company.</p> <p>3 Details of the registered office, principal office, branch office(s)/other office(s) of the Company whether in India or abroad. (Form INC-22)</p> <p>4 Name and address of the statutory auditors (and internal auditors) of the Company. (ADT-1)</p> <p>5 Details of management and organizational structure of the Company giving the names of current managers, directors and key employees with an indication of their job titles and areas of responsibility.</p> <p>6 A list of directors (identifying the chairman, managing director, independent directors and whether they are executive/non-executive) of the Company other directorships and business interests, annual remuneration, percentage of shareholding in the Company or any associated company(ies), date of appointment and the date of retirement, if applicable. (Form DIR-12 and Form MBP-1 along with notice of declaration in Form DIR-8 under Section 184(1) of the Companies Act, 2013).</p> <p>7 Details of controlling persons (affiliates) of the Company (names, addresses, numbers of shares held, title of class of shares and percentage of class so owned). Details of the basis for their control - voting trust or buy-sell arrangements which may affect control. Does the Company have commitments towards such beneficial owners, directors and officers with respect to issuance of shares of any class of its common equity.</p> <p>8 All filings made with the Registrar of Companies ("RoC") since incorporation along with the payment challans.</p> <p>9 Statutory registers maintained by the Company under the Companies Act, 2013 ("2013 Act") since incorporation.</p> <p>10 Information pertaining to all related party transactions with details regarding:</p> <ul style="list-style-type: none"> i. Quantum of the transaction. ii. Pricing and justification of arm's length pricing. iii. Shareholders/ affiliates of the related parties. iv. Business of related parties. v. Nature of the service provided or nature of transactions undertaken. <p>11 Please confirm that all the transactions with the related parties are at arms length. If not, please provide details.</p> <p>12 A description of the dividend policy, specific rights to dividend or profit sharing with respect to the Company other than the ordinary rights of shareholders or holders of depository receipts for shares.</p> <p>13 Minutes or other records of all meetings or actions of the board of directors, any board committees and general meeting (AGM/EGM) of the Company or subsidiary since incorporation including notice of holding the meeting and shorter consent letters from directors/ shareholders, if any.</p> <p>14 Agenda and notice for all board meetings held/ conducted since incorporation.</p> <p>15 All filings made to the Reserve Bank of India ("RBI") by the Company along with acknowledgements thereof since incorporation (eg. Advance Reporting, FC-GPR, FC-TRS, Annual returns and any other filings undertaken with the RBI).</p>	

	<p>16 A statement indicating the authorized, issued, subscribed and paid up share capital, classes of shares of the Company including modifications therein since incorporation, and details of securities issued for consideration other than cash (Form PAS-3 and SH-7). In case of preferential allotment, please provide Form MGT-14.</p> <p>17 A list of all shareholders or holders of any assets, interests or securities of the Company. These lists should include any party who has any rights regarding the interests or assets of the Company.</p> <p>18 Agreements relating to voting of shareholder interests or restrictive shareholder transfers, pre-emptive rights, right of first refusal or other preferential rights to acquire/transfer assets, interests or securities of the Company including shareholder agreements, share subscription agreements and any other transaction documents</p> <p>19 Any documents relating to any reorganization of the Company and copies of any court orders for de-merger or merger, capital reduction or reorganization or acquisition or disposal of any business or such other orders obtained by the Company at any time.</p> <p>20 List of all authorization and power of attorney with all Directors and KMPs.</p> <p>21 Latest letter head of the Company and an image of the Company name board.</p> <p>22 Latest audited/ unaudited financial statements of the Company.</p> <p>23 Residential status of all directors and shareholders of the Company.</p> <p>24 Copies of all share certificates issued by the Company (front and back) along with the stamp duty challans.</p> <p>25 Copies of share transfer deeds executed (front and back) along with split letters issued, if any.</p> <p>26 Chart capturing the movement of share allotment, share transfers and changes in the share capital since the Company's incorporation.</p> <p>27 Please confirm if the Company has undertaken any compounding proceedings with the RoC or RBI for any contravention. If otherwise, please provide us with the relevant documents for the same.</p> <p>28 Please confirm if the Company has taken any unsecured loans from the directors and shareholders. If yes, please confirm if the Company has obtained any declaration from directors and shareholder's in accordance with Companies (Acceptance of Deposit) Rules, 1975.</p> <p>29 Please confirm if the Company has undertaken any investments in India or abroad. If yes, kindly provide us with the requisite documents.</p> <p>30 Please confirm if Company has provided any loans to directors or employees or other body corporate. If yes, kindly provide us with the requisite documents.</p>
Operations	<p>Customers / clients:</p> <p>32 Service Agreements of the Company</p> <p>33 Structure note depicting the operations of the Company.</p> <p>34 Description of any oral agreements, special usage and established practice in relation to the customers or clients, including pricing policies.</p> <p>35 Standard sales and conditions of service terms and standard contracts, including contracts for licensing of (software) products.</p> <p>36 Discount policy, settlement terms with the customers / clients and accounting treatments.</p> <p>37 Current price lists and description of significant sales, service and pricing policies (e.g., discounts, services and returns).</p> <p>38 Recent customer / client survey data, if any.</p> <p>39 Agreements or contracts, material to the business of the Company, including contracts with key clients.</p> <p>40 List highlighting the products and the broad sectors in which the Company's products are used, along with the percentage of revenue generated from each sector.</p> <p>41 List of all other partners like third party consultants.</p> <p>Other contracts:</p> <p>42 Material consultancy agreements.</p> <p>43 Computer service, maintenance agreements, and services agreements.</p> <p>44 Any agreements entered into with any group companies of the Company.</p> <p>45 License or royalty agreements regarding the Company's or any third party's intellectual property rights for the purchase or sale of know-how or goodwill or license of know-how.</p> <p>46 Joint venture or partnership agreements.</p> <p>Continuing Contracts</p> <p>47 Agreements with expenditure of more than INR 500,000/- per year or of particular importance.</p> <p>48 Agreements containing terms not corresponding to market conditions or restrictive in nature, such as non-competition, exclusivity etc.</p>
	Real Property

Property	<p>49 List of real property owned by or leased to the Company, including size, location and use of each such property, as well as details of any permissions/ approvals obtained under the applicable laws including change in land use authorization or applications.</p> <p>50 Documents of title for the Company's real and material property.</p> <p>51 Copies of all agreements executed by the Company for use of all of its premises.</p> <p>Assets</p> <p>52 A description of major assets owned or leased by the Company (the "Assets").</p> <p>53 Agreements relating to the Assets (e.g. maintenance, lease).</p> <p>54 Copy of all agreements or arrangements made by the Company to acquire the Assets.</p>
Management, employees and consultants	<p>55 List of directors/ management board of the Company including their nationality, address, date of appointment, salary breakup and other business interests. Please indicate if an officer is not devoting all of his or her business time to the Company.</p> <p>56 A copy of the Company's standard offer/appointment letter(s), employment/consultancy agreements and employment contracts entered into with the key employees of the Company. In relation to the key employees, release/full and final settlement agreements entered into with former employees, if applicable.</p> <p>57 Employee handbook or similar documents describing the Company's policies and practices.</p> <p>58 List of all employees, detailing date of hire, annual compensation and incentive compensation potential and specifically identifying key employees of the Company.</p> <p>59 Any agreements, understandings or proposed transactions between the Company and any of its officers, directors, employees and consultants, including employment agreements, consulting agreements, deferred compensation agreements, severance agreements, indemnification agreements and any loans or guarantees.</p> <p>60 Any other agreements, understandings or proposed transactions involving the Company in which an officer, director, employee or consultant otherwise has a direct or indirect material interest (e.g., through a family member or business affiliate).</p> <p>61 Employee benefit plans and arrangements, including bonus plans, retirement plans, pension plans, deferred compensation plans, profit sharing plans, employee stock option plans and management incentive agreements of the Company and all the ancillary documents pertaining to the same.</p> <p>62 Details of any claims against the Company by a member of the management or any claims against members of the management board and members of the supervisory board, relating to the exercise of their duties.</p> <p>63 Copy of the ESOP Policy/Phantom Stock Agreement or any oral agreement/arrangement/ commitment made to employees.</p>
Litigation / Claims / Disputes	<p>64 Documents, notices and correspondence relating to any pending or threatened actions, suits, proceedings or investigations involving the Company, its executive officers or its directors (or any disputes that could lead to any of the foregoing).</p> <p>65 Any notices, orders, injunctions, judgments, decrees, settlement agreements or similar matters.</p>
Loans and Borrowings	<p>66 Documents and agreements evidencing borrowings or availed borrowings, whether secured or unsecured, or other financing arrangements, including loan and credit agreements, promissory notes, lines of credit, financial leasing and other financing arrangements of the Company and any guarantees of any of the above. A statement of the outstanding loans (including secured and unsecured), debt instruments, debentures (including secured and unsecured), rates of interest, affirmative and negative covenants in the loan agreements and conditions.</p> <p>67 Loan Agreements entered by the Company.</p> <p>68 Any guarantees of third-party obligations, related to the Company or otherwise.</p> <p>69 Material agreements encumbering real or personal property, including mortgages, deeds of trust, floating charges and security agreements entered into by the Company.</p> <p>70 Details of any encumbrances, charges, liens and pledges created or modified or satisfied on the assets of the Company.</p>
Insurance	<p>71 A list of all insurance policies held for the benefit of the:</p> <ul style="list-style-type: none"> (a) Company (e.g., fire or casualty insurance, key person insurance, etc.); (b) Directors, officers or employees of the Company (e.g. directors' and officers' insurance); (c) Liability and theft policies, errors and omissions policies, personal accident and health insurance policies and plans, showing coverage limits for the Company; (d) Pending claims and other significant terms and a summary of any claims under those policies and copies thereof along with all renewal, policies and premium receipts for the Company. <p>A list of claims or disputes relating to the Company's insurance since incorporation.</p>

Intellectual property	72 A list of all patents, trademarks, service marks, trade names, copyrights, domain names, trade secrets, licenses, applications, information, processes, technology, statutory names, logos/distinctive signs, know how and similar proprietary rights owned and used by the Company whether registered or not or licensed by the Company or used (or expected to be used) in its business, and any searches relevant to such items that have been done, along with the copies of the (latest) registrations and applications for registration of all such intellectual property rights, both national and international and an overview of the necessary renewals or extensions of registrations, specifically the trademark details and documents in relation to the mark.
	73 Copies of proprietary information and invention agreements signed by past and present employees and consultants, including copies of agreements signed by key employees of the Company.
	74 Please provide us with licensing, intellectual property assignment agreements or any other agreements entered into by the Company for procurement, usage or licensing of intellectual property rights.
	75 A list of any employees or consultants who have not signed proprietary information and invention agreements, including a list of any periods of time when employees or consultants performed services for the Company while not bound by such agreements.
	76 Documentation regarding: <ul style="list-style-type: none"> (a) Claims or proceedings, pending or threatened, which would challenge the intellectual property rights (including for the avoidance of doubt, know-how or trade secrets) owned by, or licensed to, the Company; (b) Violations or infringements or alleged infringements of such rights by a third party; and (c) Claims or proceedings, pending or threatened, alleging an infringement or violation by the Company of the intellectual property rights of a third party.
Financials	77 Audited financial statements (annual, quarterly and monthly) since incorporation and since the end of the last fiscal year, together with all compilations, reviews, reports and other related documentation for the Company.

Regulatory Checklist - [•]Private Limited (the "Company") CENTRAL LABOUR LAWS		
S. No	Act & Rules	License/ Permits
1	Employees' Provident Funds and Miscellaneous Provisions Act, 1952	1. Letter of applicability allotting the Provident Fund ("PF") code to the Company; 2. Copies of the monthly returns evidencing payment of contributions towards PF since incorporation; 3. Copies of international workers (IW) returns filed by the Company, if any; and 4. Copy of return of ownership filed by the Company in Form 5A.
2	Employees' State Insurance Act, 1948	1. Letter of applicability/ registration certificate; 2. Monthly contribution payment challans; 3. Annual returns in Form 1A (to the appropriate Regional Office or Sub-Regional Office or Divisional Office by 31st of January every year); 4. Accident book register in Form 11, if maintained and report of Accidents in Form 16; 5. Half yearly return filed in Form 6; 6. Return of declaration form along with list of new employees on a monthly basis in Form 3; 7. Register of employees; and 8. Declaration or registration in writing in Form-10 for the purposes of obtaining a sub-code.

3	Payment of Gratuity Act, 1972	1. Copy of the notice of opening filed in Form A; 2. Copy of the declaration of nomination obtained by employees in Form-F;
4	Equal Remuneration Act, 1976	1. Copy of the register of workers and remuneration in Form D.
6	Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013	Copy of the order constituting the Internal Complaints Committee.
7	Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959.	1. Copies of quarterly returns filed in Form ER-I since incorporation; 2. Copies of biennial returns filed in Form ER-II since incorporation; and 2. Copies of Form X6, notifying to the employment exchange the details of vacancies, if any, filed since incorporation.
8	Miscellaneous	Copies of all other registrations, license, approvals and permits obtained by the Company during the course of its business.
S. No	Act & Rules	License/ Permits

State wise Compliances

9	[•] State Tax on Profes sions, Trades ,	1. Certificate of registration in Form I-A 2. Certificate of enrolment in Form-II-A; 3. Copy of monthly returns in form III-B or challan in MTR-6; and 4. Copy of proof of annual payment of tax on or before June 30th of every year.
10	Shops and Establi shmen ts Act	1. Copy of registration certificate for offices located in [•] 2. Copies of the monthly statement filed in Form-AA since the time of incorporation if the Company is employing more than 50 (fifty) workers.
11	Payme nt of Wages Act, 1936.	Please provide us the following: 1. Annual Return in Form V filed since the time of incorporation; 2. Register of Fines for Damages in Form I; 3. Register of Wages in Form II; 4. Register of Deductions for Damages in Form III; 5. Register of Advances in Form IV;
13	Minim um Wages Act, 1948.	Maintain muster-roll-cum-wages register in Form-II.
14	Matern ity Benefit Act, 1961	1. Maternity Benefit Register in Form 10; 2. Annual Return in Form 11; 3. Display of Abstracts in Form 9.

INDUSTRY SPECIFIC LAWS

S. No	Act & Rules	License/ Permits
15	Tax related registr ations	1. Copy of TAN 2. Copy of PAN 3. Copy of GST Registration Certificate.

16	Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011	1. Please provide the latest audit certificate which validates the data security features of the company. (IS/ISO/ IEC 27001 or any other government approved data security standard valid till 20[•].)
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ENVIRONMENTAL LAWS

S. No	Act & Rules	License/ Permits
17	E-waste (Management & Handling) Rules, 2011	1. Copy of record of e-waste maintained in Form - 2.

CONFIRMATIONS

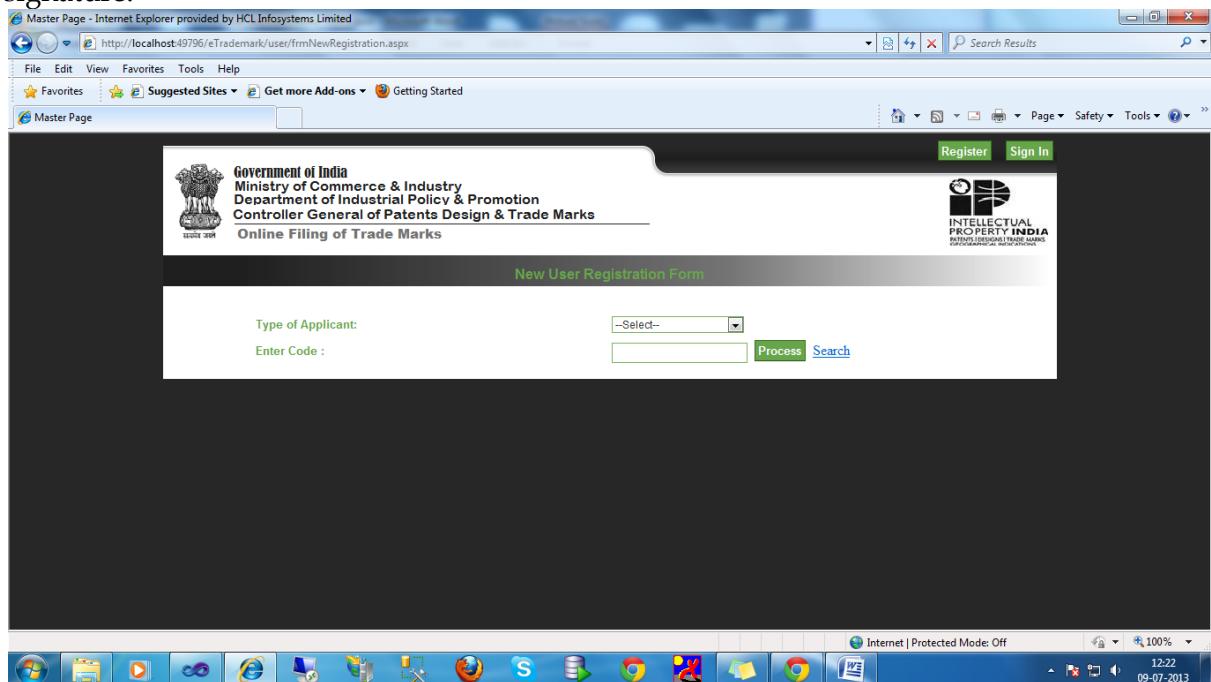
18	<i>Please confirm if the Company has any contractual workers.</i>
19	<i>Please confirm with location names if the Company's premises are leased or owned.</i>
20	<i>Please confirm if there are any private security guards employed at the premises, if yes please provide registration certificate.</i>
21	<i>Please confirm if the Company makes the promotional messages to the customers, if yes please provide the telemarketing license.</i>

**Note: This is a preliminary checklist and is subject to changes pursuant to receiving a detailed understanding of the operations of the Company.*

Trademark e-Filing

2013

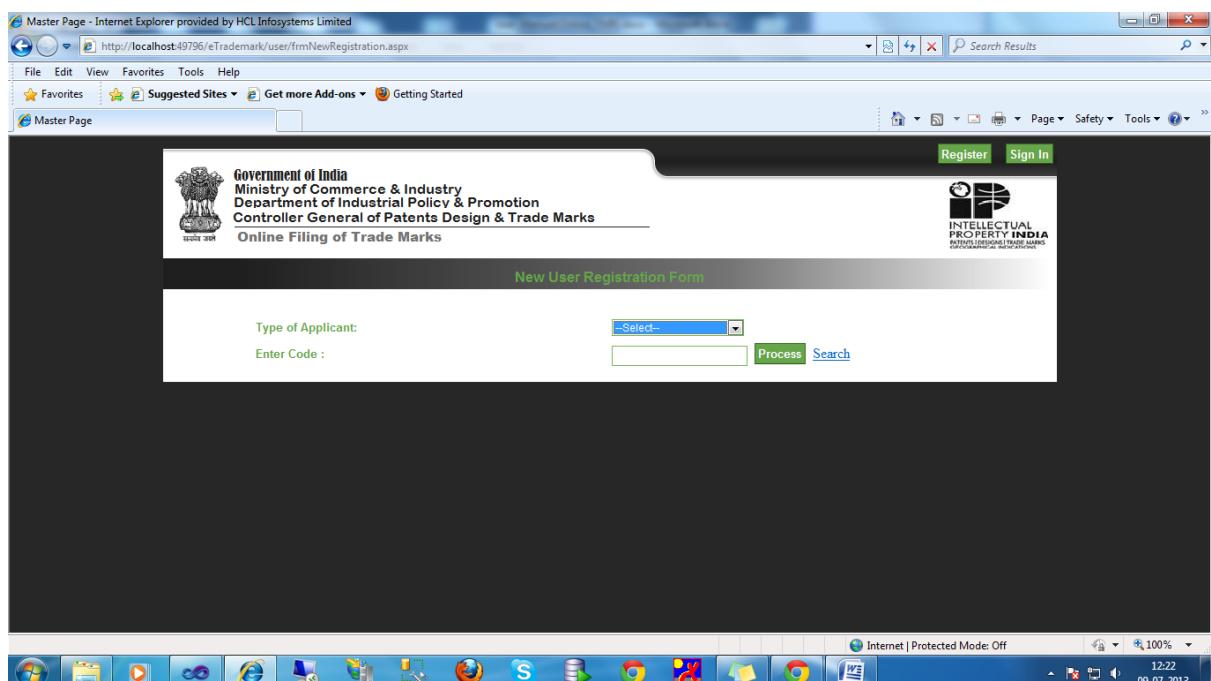
1. Login facility is available on the home page. User has to register for logging in. If a user is already registered he can log in using the User ID and Password or Digital signature.



How to Register:

Registration can be done by:

- Proprietor/Applicant
- Agent
- Attorney



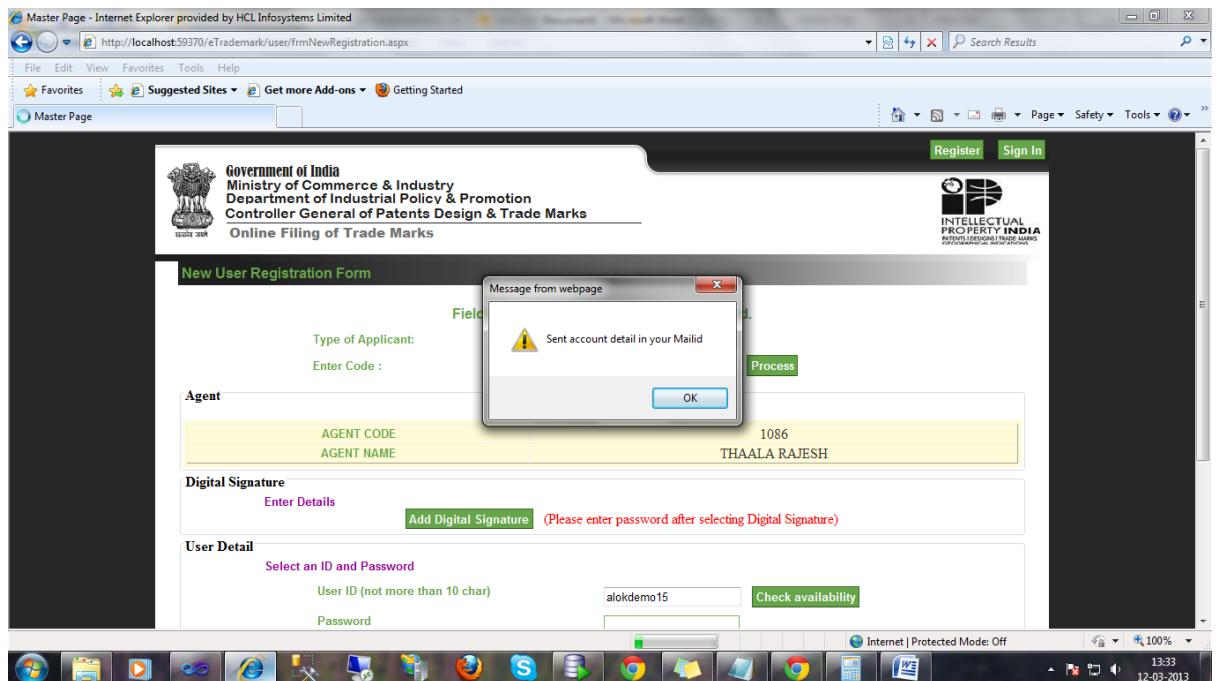
1. If the details shown against entered Code is correct Add digital signature can be used for selecting the digital signature installed on the machine.

The screenshot shows the 'New User Registration Form' on the 'frmNewRegistration.aspx' page. The 'Proprietor' section is filled with 'Proprietor Code: 120' and 'Proprietor Name: TREVA HEALTH CARE PRIVATE LIMITED'. Below this, under 'Digital Signature', there is a button labeled 'Add Digital Signature' with the note '(Please enter password after selecting Digital Signature)'. The 'User Detail' section contains fields for 'User ID' (120), 'Password', and 'Re-Type Password'. The 'Fields Detail' section includes 'Enter Email Id' (120@123.com) and 'Enter the code shown above' (123456). At the bottom right of the form are 'Register' and 'Back' buttons. The status bar at the bottom of the browser window shows 'Done', the taskbar with various icons, and the system tray indicating 'Internet | Protected Mode: Off'.

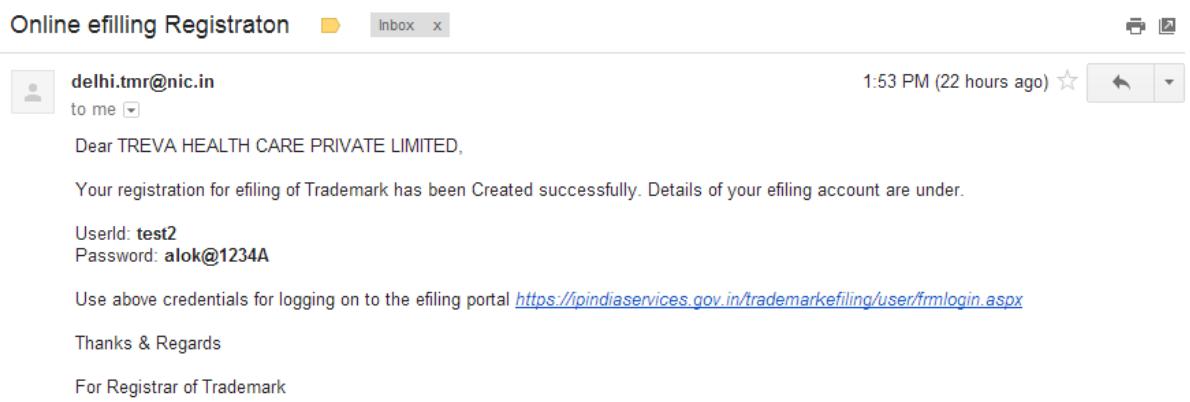
2. Select the digital signature and click on OK button

The screenshot shows the same registration form as above, but with a modal dialog box titled 'Sign Data -- (n)Code Solutions Certifying Authority.' This dialog lists three entries under 'Issued To': 'TEST CLASS IIIB SHATWO', 'TEST NEIM SHATWO', and 'TEST CLASS IIIA SHATWO', each associated with 'Issued By: CN=(n)Code Solutions CA 20...' and 'Expiration Date: 04-01-2015'. The dialog has 'Ok', 'Cancel', and 'Certificate View' buttons. The background form is partially visible, showing the 'Proprietor' section with code 120, the 'Digital Signature' section with the 'Add Digital Signature' button, and the 'User Detail' section. The status bar at the bottom of the browser window shows 'javascript:WebForm_DoPostBackWithOptions(new WebForm_PostBackOptions("ctl00\$ContentPlaceHolder1\$lnkSignature", "", true, "", "", false, true))', 'Internet | Protected Mode: Off', and the date '09-07-2013'.

3. After filling the userid, password and email id details of the user , Register button needs to clicked for registration. The password must be strong password i.e., It must contain lowercase,uppercase,special character, numeral and it must be at least 8 character long. Once it got registered, the email confirmation will be send to the registered email id for further reference.



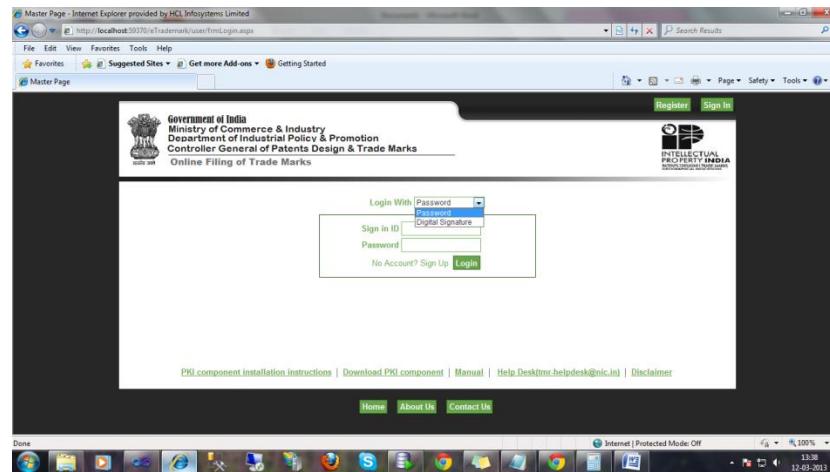
4. The details of the user registration will look like :



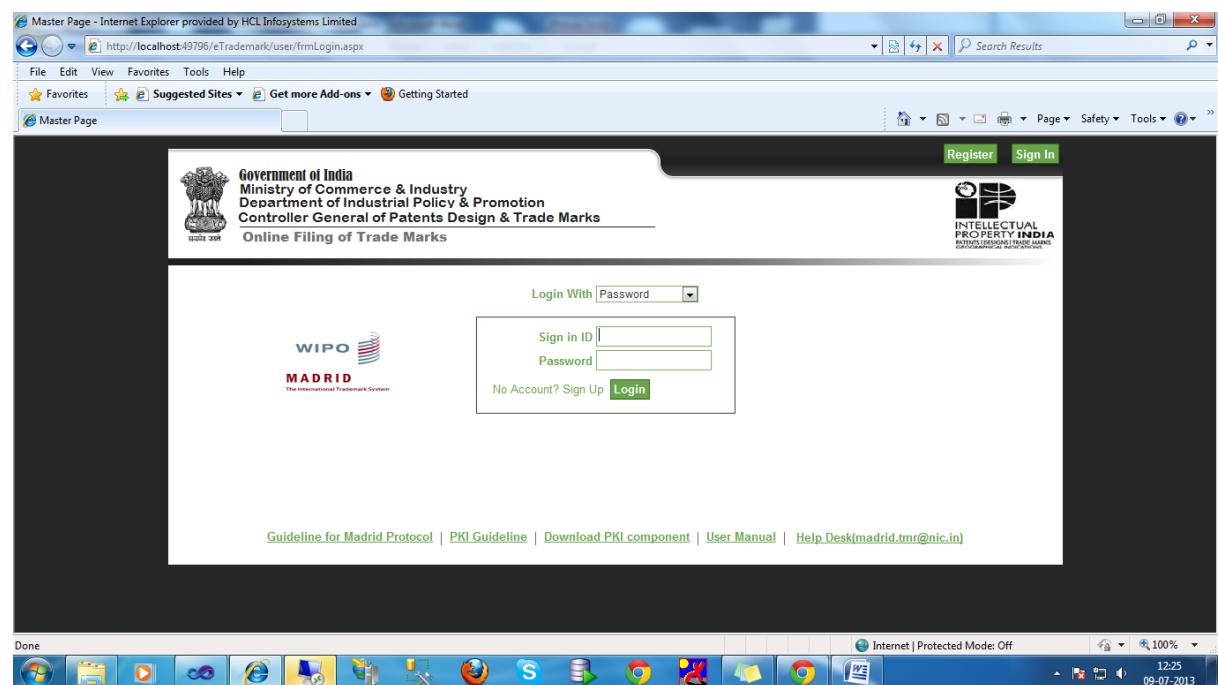
- 5. Log in Process:** Upon successful Registration User can login either with User Id and Password or User Id and Digital signatures for logging into the system.

There are two types of login in application.

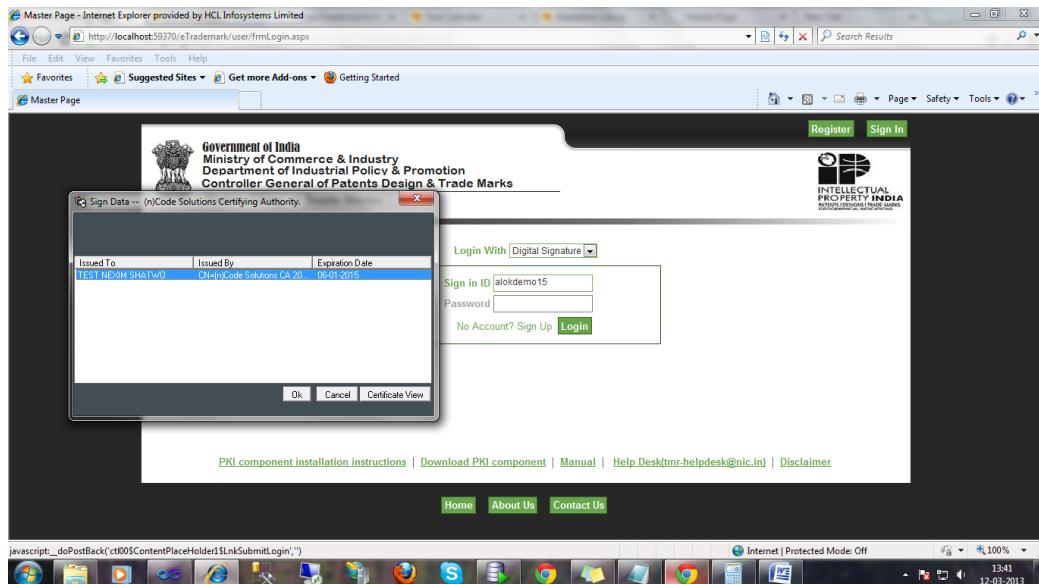
- Password
- Digital signature



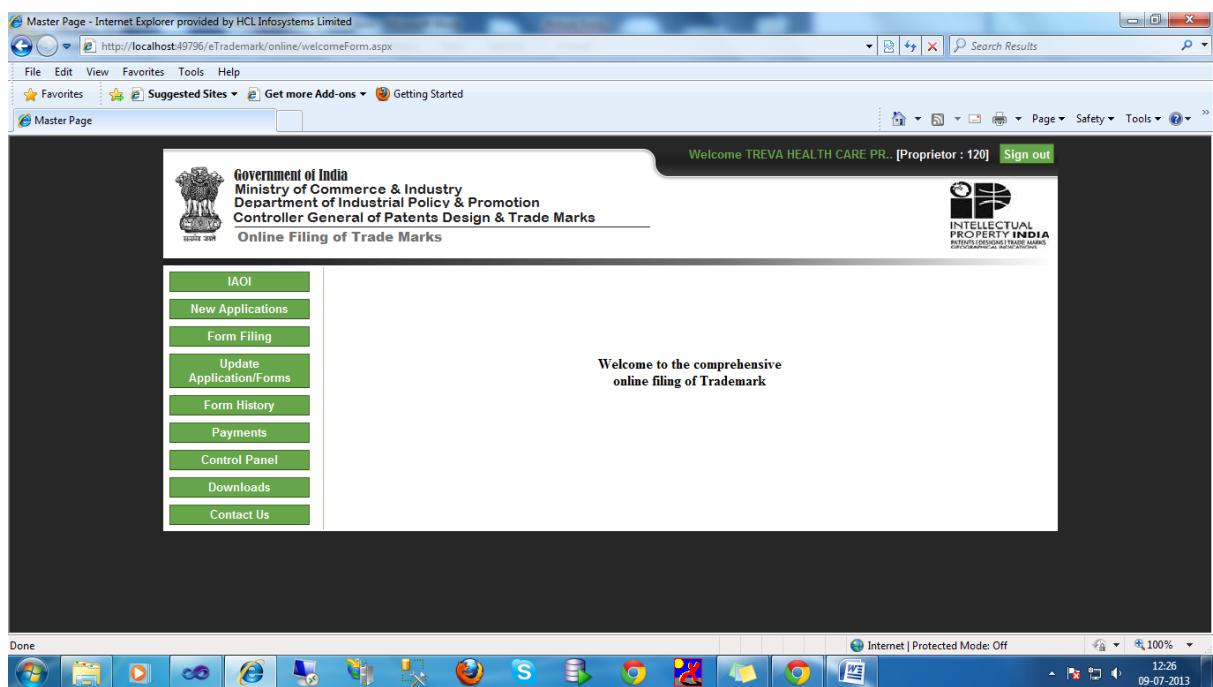
Password: Select login type as Password and enter user Id and password then click on login button.



Digital Signature: Select login type Digital Signature and enter user Id then click on login button a popup window will open with all digital signature installed on machine.



- a. On successful login the username and its user code will be displayed on the header

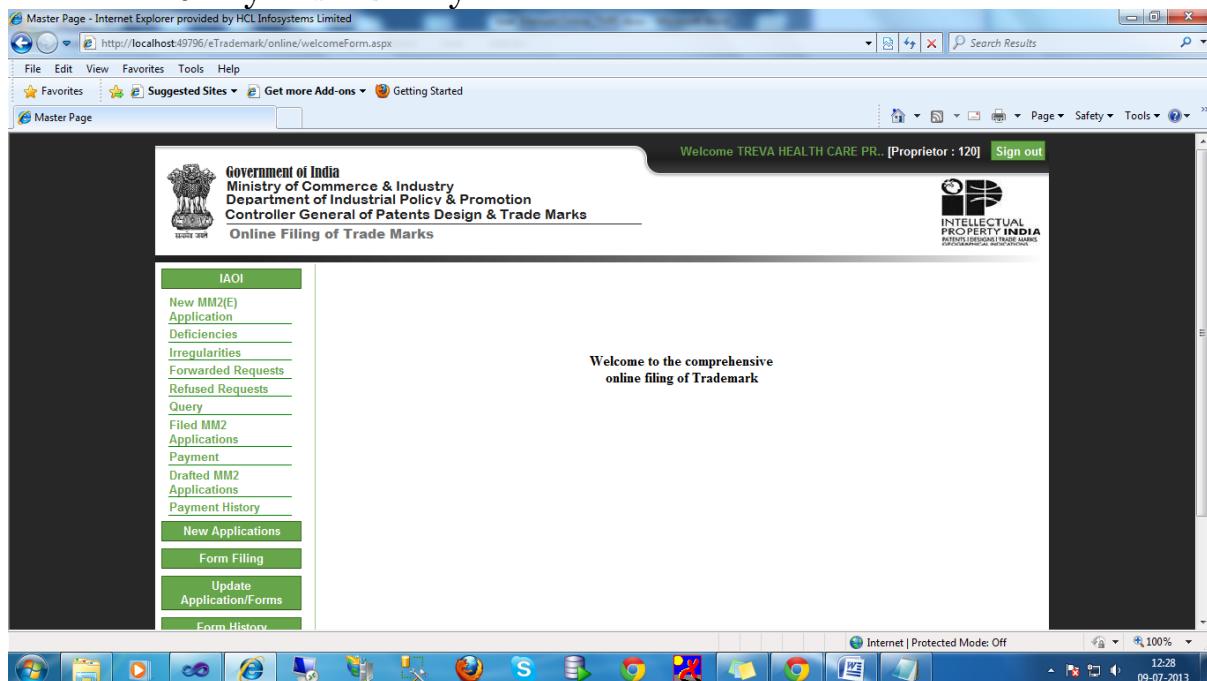


- Applications for International registration can be filed using the Link IAOI (International Applications Originating from India)
- The Domestic Applications can be filed using the link New Applications

1. IAOI :

Under IAOI following submenu is appearing

1. New MM2(E) Application
2. Deficiencies
3. Irregularities
4. Forwarded Requests
5. Refused Requests
6. Query
7. Filed MM2 Applications
8. Payment
9. Drafted MM2 Applications
10. Payment History



1. New MM2(E) Application

- a. On clicking the link “New MM2(e) Application” following screen gets opened to enable the drafting of the then MM2 form:-
- b. For filing THE FORM we can use Guideline link VAILABLE AT THE top OF THE FORM “Guideline to fill the mm2(e) Form”
- c. Fill all section of mm2 form
 1. APPLICANT'S DETAIL
 2. APPOINTMENT OF A REPRESENTATIVE
 3. BASIC APPLICATION OR BASIC REGISTRATION
 4. GOODS AND SERVICES
 5. PRIORITY CLAIMED
 6. THE MARK
 7. COLOR(S) CLAIMED
 8. MISCELLANEOUS INDICATIONS
 9. DESIGNATED CONTRACTING PARTIES

Welcome TREVA HEALTH CARE PR [Proprietor : 120] [Sign out](#)

Government of India
Ministry of Commerce & Industry
Department of Industrial Policy & Promotion
Controller General of Patents Design & Trade Marks
Online Filing of Trade Marks

IAOI

- [New MM2\(E\) Application](#)
- [Deficiencies](#)
- [Irregularities](#)
- [Forwarded Requests](#)
- [Refused Requests](#)
- [Query](#)
- [Filed MM2 Applications](#)
- [Payment](#)
- [Drafted MM2 Applications](#)
- [Payment History](#)

New Applications

Form Filing

Update Application Forms

Form History

Payments

Control Panel

Downloads

Contact Us

MM 2

Contracting party whose office is the office of origin : **India**

[Guideline to fill the MM2\(E\) form](#)

1 Language : English French Spanish

2 APPLICANT'S DETAIL

Applicant's Name :
Address : Telephone No. :
Mailing Address : Post Code:
Email : Fax No.:
Country : Nationality :
Legal Nature : Place Incorporate :
Preferred Language : English French Spanish

3 ENTITLEMENT TO FILE

Where the Contracting Party is a State, the applicant is a national of that State; or
 where the Contracting Party is an organization, the name of the State of which the applicant is a national; or
 the applicant is domiciled in the territory of the Contracting Party or
 the applicant has a real and effective industrial or commercial establishment in the territory of the Contracting Party

[Add Applicant](#)

4 APPOINTMENT OF A REPRESENTATIVE FOR WIPO (if any)

Name :
Address :
Email :
Telephone No. : Fax No. :
Country :

5 BASIC APPLICATION OR BASIC REGISTRATION

Basic Application / Registration No.: Application / Registration date:

[Add](#)

No Basic Application Detail Added

10 GOODS AND SERVICES

(a) Indicate below the goods and services for which the international registration is sought:

Serial No.	Class	Goods and services	Remove
1	<input type="text"/>	<input type="text"/>	Remove

(b) The applicant wishes to limit the list of goods and services in respect of one or more designated Contracting Parties, as follows:

Serial No.	Contracting Party	Class	List of goods and services for which protection is sought in this Contracting Party	Remove
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	Remove

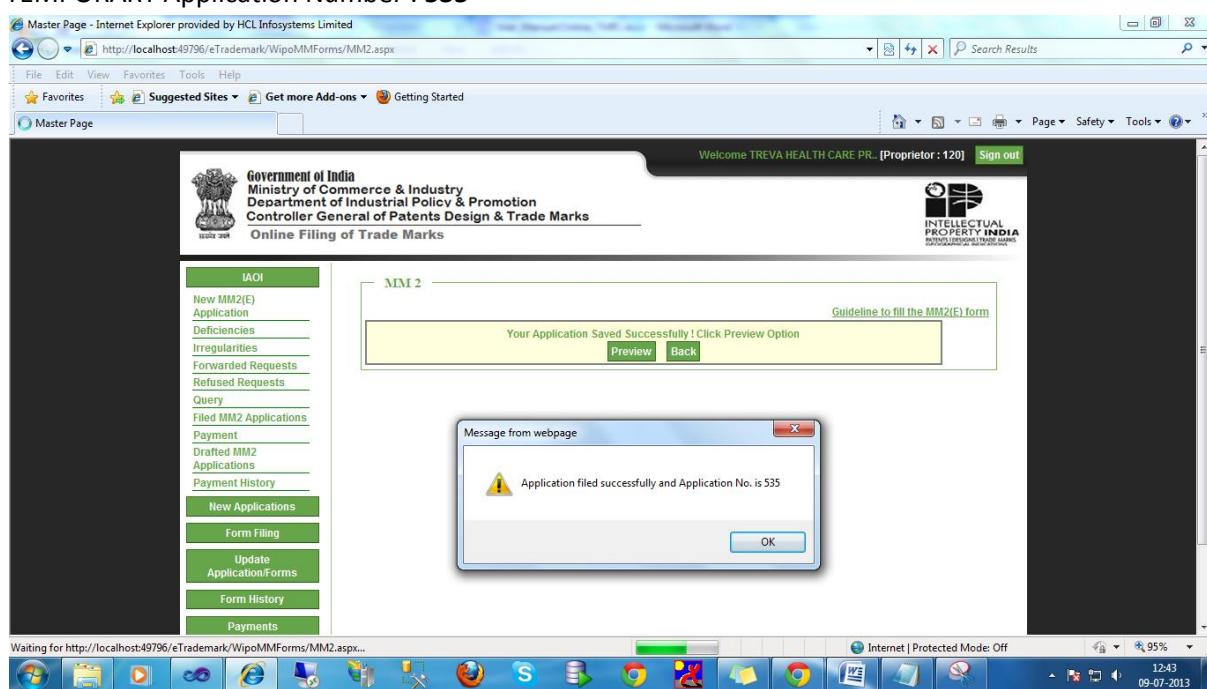
	<p>6 PRIORITY CLAIMED</p> <p>The applicant claims the priority of the earlier filing mentioned below:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Serial No.</th> <th style="text-align: left;">Office of earlier filing</th> <th style="text-align: left;">Number of earlier filing</th> <th style="text-align: left;">Date of earlier filing</th> <th style="text-align: right;">Remove</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;"><input type="button" value="--SELECT--"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: right;"><input type="button" value="Add"/></td> </tr> </tbody> </table> <p>If the earlier filing does not relate to all the goods and services listed in item 10 of this form, indicate in the space provided below the goods and services to which it does relate:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Serial No.</th> <th style="text-align: left;">Contracting Party</th> <th style="text-align: left;">Class</th> <th style="text-align: left;">Goods and Services</th> <th style="text-align: right;">Remove</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="button" value="--SELECT--"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: right;"><input type="button" value="Add"/></td> </tr> </tbody> </table>	Serial No.	Office of earlier filing	Number of earlier filing	Date of earlier filing	Remove	1	<input type="button" value="--SELECT--"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Add"/>	Serial No.	Contracting Party	Class	Goods and Services	Remove	1	<input type="text"/>	<input type="button" value="--SELECT--"/>	<input type="text"/>	<input type="button" value="Add"/>	
Serial No.	Office of earlier filing	Number of earlier filing	Date of earlier filing	Remove																		
1	<input type="button" value="--SELECT--"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Add"/>																		
Serial No.	Contracting Party	Class	Goods and Services	Remove																		
1	<input type="text"/>	<input type="button" value="--SELECT--"/>	<input type="text"/>	<input type="button" value="Add"/>																		
	<p>7 THE MARK</p> <p>(a) Place the reproduction of the mark, as it appears in the basic application or basic registration, in the square below.</p> <div style="text-align: center; margin-bottom: 10px;"> <input type="checkbox"/> </div> <p><input type="checkbox"/> (b) Where the reproduction in item (a) is in black and white and color is claimed in item 8, place a color reproduction of the mark in the square below.</p> <div style="text-align: center;"> <input type="checkbox"/> </div> <p><input type="checkbox"/> The applicant declares that he wishes the mark to be considered as a mark in standard characters. <input type="checkbox"/> The mark consists of a color or a combination of colors as such.</p>																					
	<p>8 COLOR(S) CLAIMED</p> <p>(a) The applicant claims color as a distinctive feature of the mark. Color or combination of colors claimed : <input type="text"/></p> <p>(b) Indication, for each color, of the principal parts of the mark that are in that color (as may be required by certain designated Contracting Parties): <input type="text"/></p>																					
	<p>9 MISCELLANEOUS INDICATIONS</p> <p>(a) Transliteration of the mark (this information is compulsory where the mark consists of or contains matter in characters other than Latin characters, or numerals other than Arabic or Roman numerals): <input type="text"/></p> <p>(b) Translation of the mark (as may be required by certain designated Contracting Parties): <input type="checkbox"/> into English : <input type="text"/> <input type="checkbox"/> into French : <input type="text"/> <input type="checkbox"/> in Spanish : <input type="text"/> </p> <p>(c) <input type="checkbox"/> The words contained in the mark have no meaning (and therefore cannot be translated). (d) Where applicable, check the relevant box or boxes below: <input type="checkbox"/> Three-dimensional mark <input type="checkbox"/> Sound mark <input type="checkbox"/> Collective mark, certification mark, or guarantee mark <input type="checkbox"/> Not Specified <input type="radio"/> </p> <p>(e) Description of the mark (where applicable): <input type="text"/></p> <p>(f) Verbal elements of the mark (where applicable): <input type="text"/></p> <p>(g) The applicant declares that he wishes to disclaim protection for the following element(s) of the mark: <input type="text"/></p>																					

Trademark e-Filing

<input type="checkbox"/> AG Antigua and Barbuda <input type="checkbox"/> AU Australia <input type="checkbox"/> BH Bahrain <input type="checkbox"/> BX Benelux <input type="checkbox"/> CO Colombia <input type="checkbox"/> CZ Czech Republic <input type="checkbox"/> EG Egypt <input type="checkbox"/> FR France <input type="checkbox"/> GR Greece <input type="checkbox"/> IL Israel <input type="checkbox"/> JP Japan <input type="checkbox"/> KR Republic of Korea <input type="checkbox"/> LS Lesotho <input type="checkbox"/> MC Monaco <input type="checkbox"/> MK The former Yugoslav Republic of Macedonia <input type="checkbox"/> NA Namibia <input type="checkbox"/> PH Philippines <input type="checkbox"/> RS Serbia <input type="checkbox"/> SG Singapore <input type="checkbox"/> SM San Marino <input type="checkbox"/> SZ Swaziland <input type="checkbox"/> UA Ukraine <input type="checkbox"/> ZM Zambia	<input type="checkbox"/> AL Albania <input type="checkbox"/> AZ Azerbaijan <input type="checkbox"/> BY Belarus <input type="checkbox"/> CU Cuba <input type="checkbox"/> DE Germany <input type="checkbox"/> EM European Union <input type="checkbox"/> GB United Kingdom <input type="checkbox"/> HR Croatia <input type="checkbox"/> IR Iran <input type="checkbox"/> KE Kenya <input type="checkbox"/> KZ Kazakhstan <input type="checkbox"/> LT Lithuania <input type="checkbox"/> MD Republic of Moldova <input type="checkbox"/> MN Mongolia <input type="checkbox"/> NO Norway <input type="checkbox"/> PL Poland <input type="checkbox"/> RU Russian Federation <input type="checkbox"/> SI Slovenia <input type="checkbox"/> ST Sao Tome and Principe <input type="checkbox"/> TJ Tajikistan <input type="checkbox"/> US United States of America	<input type="checkbox"/> AM Armenia <input type="checkbox"/> BA Bosnia and Herzegovina <input type="checkbox"/> BT Bhutan <input type="checkbox"/> CH Switzerland <input type="checkbox"/> CW Curacao <input type="checkbox"/> DK Denmark <input type="checkbox"/> ES Spain <input type="checkbox"/> GE Georgia <input type="checkbox"/> HU Hungary <input type="checkbox"/> IS Iceland <input type="checkbox"/> KG Kyrgyzstan <input type="checkbox"/> LI Liechtenstein <input type="checkbox"/> LV Latvia <input type="checkbox"/> ME Montenegro <input type="checkbox"/> MX Mexico <input type="checkbox"/> NZ New Zealand <input type="checkbox"/> PT Portugal <input type="checkbox"/> SD Sudan <input type="checkbox"/> SK Slovakia <input type="checkbox"/> SX Sint Maarten <input type="checkbox"/> TM Turkmenistan <input type="checkbox"/> UZ Uzbekistan
<input type="button" value="Uploads"/> <input type="button" value="Submit"/> <input type="button" value="Close"/>		

Internet | Protected Mode: Off 95%

2. After fill all fields , click on submit button THE SYSTEM WILL SHOW a massage with TEMPORARY Application Number : 535



The screenshot shows a web browser window for the Government of India's intellectual property portal. The URL is <http://localhost:49796/eTrademark/WipoMMForms/MM2.aspx>. The page displays a success message: "Your Application Saved Successfully ! Click Preview Option". Below this, a modal dialog box shows a yellow warning icon and the text "Application filed successfully and Application No. is 535". The status bar at the bottom indicates "Waiting for http://localhost:49796/eTrademark/WipoMMForms/MM2.aspx..." and shows the system date and time as "12:43 09-07-2013".

3. Click on preview button TO SEE THE DETAILS OF THE DRAFTED APPLICATION

MM2(E)
APPLICATION FOR INTERNATIONAL REGISTRATION GOVERNED EXCLUSIVELY BY THE MADRID PROTOCOL

1- Temp. Appl. No./IAOI No. :	535	
2- Office of Origin :	INDIA	
3- APPLICANT DETAILS		
(a) Applicant's Name :	TEST APPLICANT	
(b) Applicant's Address :	ADDRESS TEST APPLICANT	
(c) Applicant's Correspondence Address :	ADDRESS TEST APPLICANT	
(d) Country :	India	
(e) Telephone No. :	1100221144	
(f) Fax No. :	1122553366	
(g) E-mail Address :	alok.knit7@gmail.com	
(h) Nationality :	India	
(i) Preferred Language for Correspondence :	English	
(j) Other indications (as may be required by certain designated Contracting Parties; for example, if the United States of America is designated, it is necessary to include these indications):		
(k) if the applicant is a natural person, nationality of applicant:		
-- if the applicant is a legal entity: BODY OF CORPORATE		
-- State and, where applicable, territorial unit		
within that State, under the law of which the legal entity is organized: India		
4- ENTITLEMENT TO FILE		
(a) <input checked="" type="checkbox"/> where the Contracting Party mentioned in item 1 is India a State, the applicant is a national of that State; or :		
5- APPOINTMENT OF A REPRESENTATIVE (if any): Not Applicable		
6- BASIC APPLICATION OR BASIC REGISTRATION		
Sr.No.	Basic application no.	Date of basic application.
1	10	01/06/1942
7- GOODS AND SERVICES		
Sr. No.	Class.	Goods and Description
1	33	WHISKY
8- LIMITATION OF GOODS AND SERVICES: Not Applicable		
9- PRIORITY CLAIMED		
Sr. No.	Office Application no.	Date
1	Egypt 10	20/10/2012
11- THE MARK		
(a) The mark in the square below.		
<input type="checkbox"/> Image is coloured.		
		
11- MISCELLANEOUS INDICATIONS		
(a) Transliteration of the mark (this information is compulsory where the mark consists of or contains matter in characters other than Latin characters, or numerals other than Arabic or Roman numerals):		
Nil		
(b) Translation of the mark (as may be required by certain designated Contracting Parties):		
Nil		
(c) <input checked="" type="checkbox"/> The words contained in the mark have no meaning (and therefore cannot be translated).		
(d) <input checked="" type="checkbox"/> Collective mark, certification mark, or guarantee mark		
(d) Description of the mark (where applicable):		
TDESCRIPTION OF THE MARK EST A		

4. THOUGH THE LINK “Drafted MM2 Applications” all the drafted applications can be viewed and digitally signed.

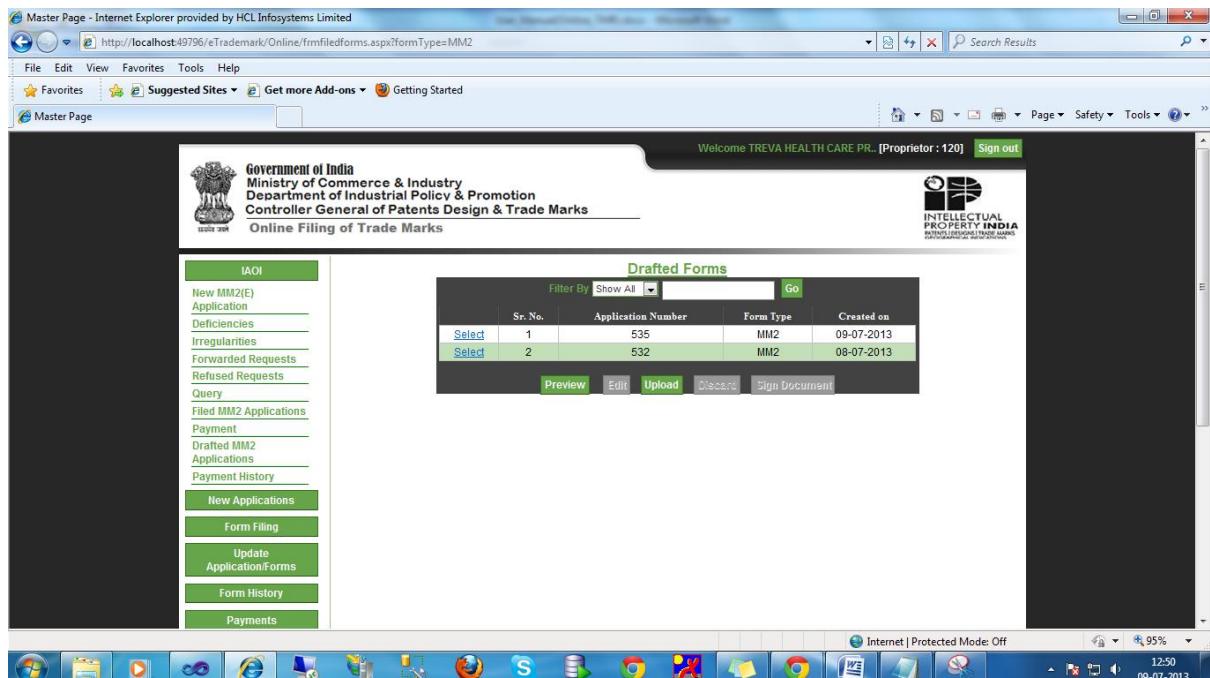
Edit: To edit the selected application

Upload: To upload the attachment for selected application

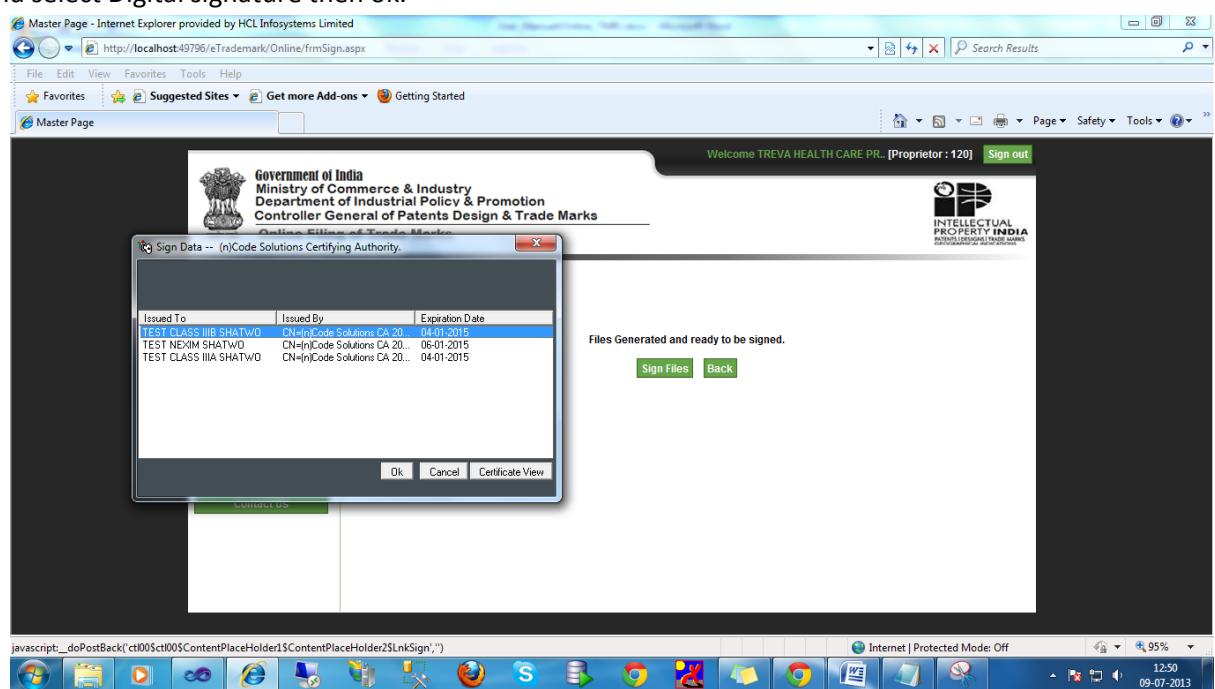
Discard: To discards the selected application

Digital Signature: To digitally sign the selected application

5. **Digital Signature:** for signing the application Select particular application “532” and click on sign document.

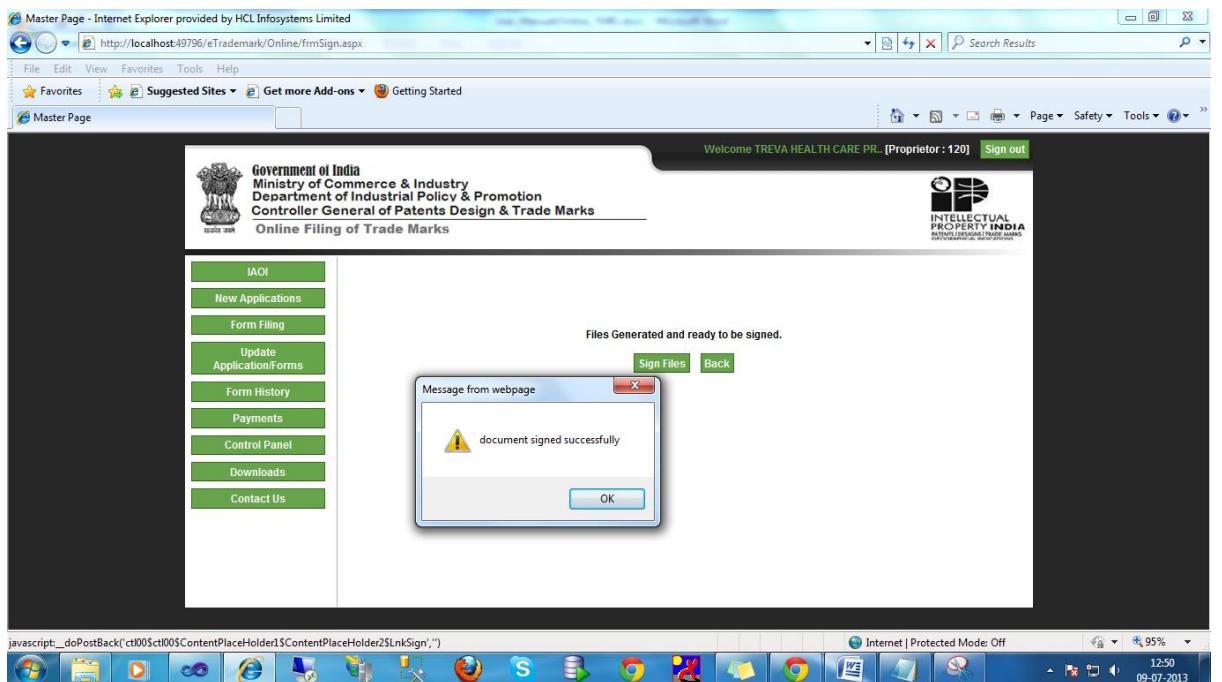


6. And select Digital signature then ok.

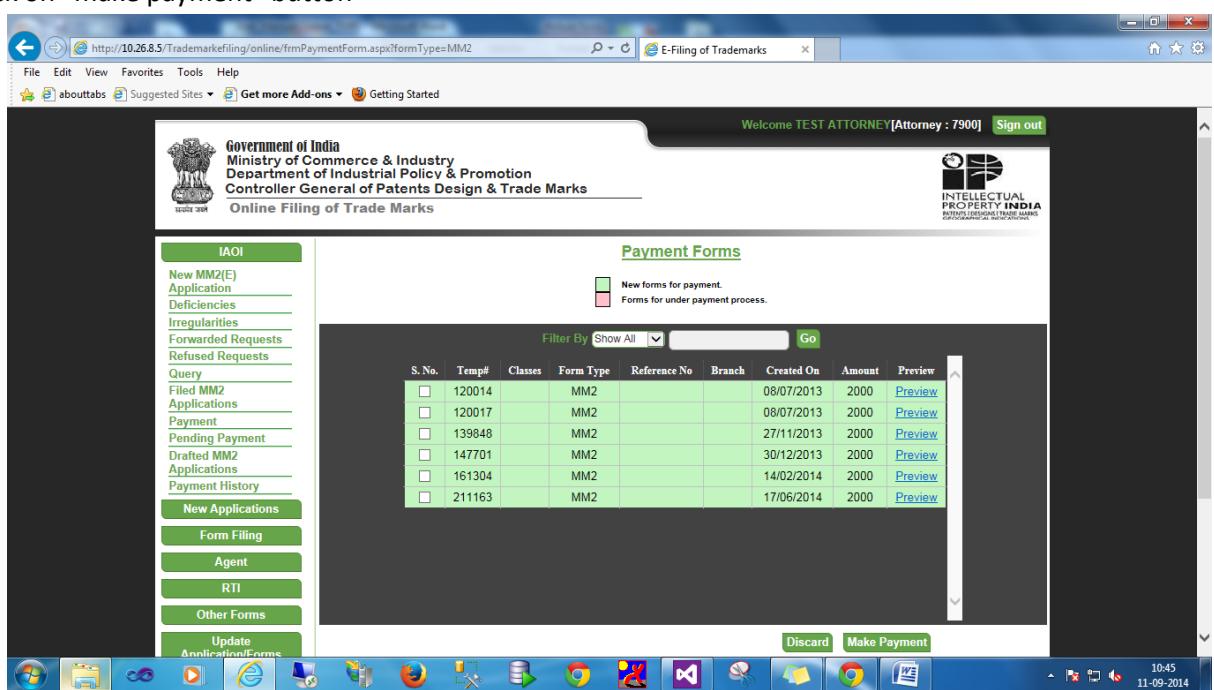


7. On successful signing the message will appear : “Document sign successfully”

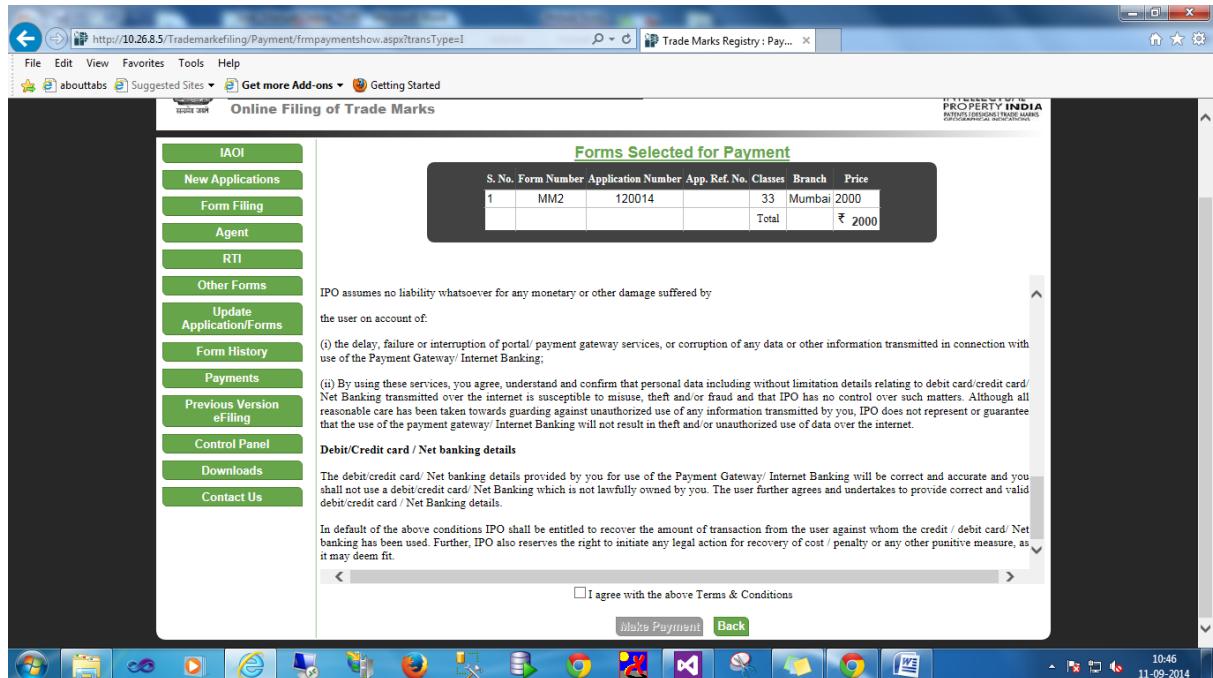
Trademark e-Filing



8. Click on “Payment” link then show all sign records in a Grid and select any application and click on “make payment” button



9. After clicking make payment button then show select application payment detail and “term & Condition” check box.



10. After getting the user's agreement, the "Make Payment" button will get enable. On clicking the "Make Payment" button the payment request will be forwarded to Payment gateway for further selection of Bank, Payment mode etc. If the payment attempt is successful, a payment Acknowledgement will be generated.

ACKNOWLEDGEMENT SLIP				
Transaction Id:	O-0000478345	Date of Receipt:	06/09/2014	Total Amount: Rs. 2000/-
Temp No./..(Sequential No): 252538				
Basic application/registration No(s):				
Sr.No.	Basic App Reg no.	App/Reg Date	Type	
1	100	01/06/1942	Application	
The name & address of the agent/attorney (if the IA has been submitted by a person other than the applicant) TEST ATTORNEY IPO Dwarka				
The name & address of the applicant, Test Applicant Ne dELHI, India				
Class (es) of goods/services				
Sr. No.	Class.			
1	5			
Designated(countries / organisations) VN-Viet Nam,				
Details of the payment including amount paid 1. MM2 2000/-				
Payment Successfull.				

11. The Receipt containing the Receipt No, permanent application numbers for all the forms can be generated after two working days from the “payment history” tab subject to realisation of amount in Government Account

12. Then click on receipt link button then generate receipt

13- In case the payment got debited and acknowledgement of the same could not be generated, the payment can be re-verified and settled through pending payment menu after 30 minutes. In the pending transactions menu all the un-settled transactions will be shown. On click of the verify button the server will verify the transaction with the payment gateway. If the payment transaction is successful at the payment gateway then an acknowledgement will be generated otherwise the transaction will be treated as failed transaction and the applications under that transaction can be selected for re-payment from the “Payment tab”.

Welcome TREVA HEALTH CARE PR. [Proprietor : 120] Sign out

Government of India
Ministry of Commerce & Industry
Department of Industrial Policy & Promotion
Controller General of Patents Design & Trade Marks

Online Filing of Trade Marks

Pending Payment Transaction

Transaction ID	Transaction Date	Amount	Details	Verify Payment
O-0000022584	05/08/2013 12:53:08	30160	View Details	Verify

IAOI
New Applications
Form Filing
Agent
RTI
Other Forms
Update Application/Forms
Form History
Payments
Previous Version e-filing
Control Panel
Downloads
Contact Us

If you want to check the information of application number then click on “View Details” then

Welcome TREVA HEALTH CARE PR. [Proprietor : 120] Sign out

Government of India
Ministry of Commerce & Industry
Department of Industrial Policy & Promotion
Controller General of Patents Design & Trade Marks

Online Filing of Trade Marks

Pending Payment Transaction

Application Number	Form Type	Amount
754	TM-1	3500
755	TM-51	7000
756	TM-61	1160
757	TM-61	18500

Welcome TREVA HEALTH CARE PR. [Proprietor : 120] [Sign out](#)

 **Government of India**
Ministry of Commerce & Industry
Department of Industrial Policy & Promotion
Controller General of Patents Design & Trade Marks

Online Filing of Trade Marks



Pending Payment Transaction

Transaction ID	: O-0000022584
Transaction Date	: 05/08/2013 12:53:08
Amount	: 30160
Status	: Invalid input in the request message. cancel transaction.

[Back](#) [Enable For Repayment](#)

IAOI

[New Applications](#)

[Form Filing](#)

[Agent](#)

[RTI](#)

[Other Forms](#)

[Update Application/Forms](#)

[Form History](#)

[Payments](#)

[Previous Version eFiling](#)

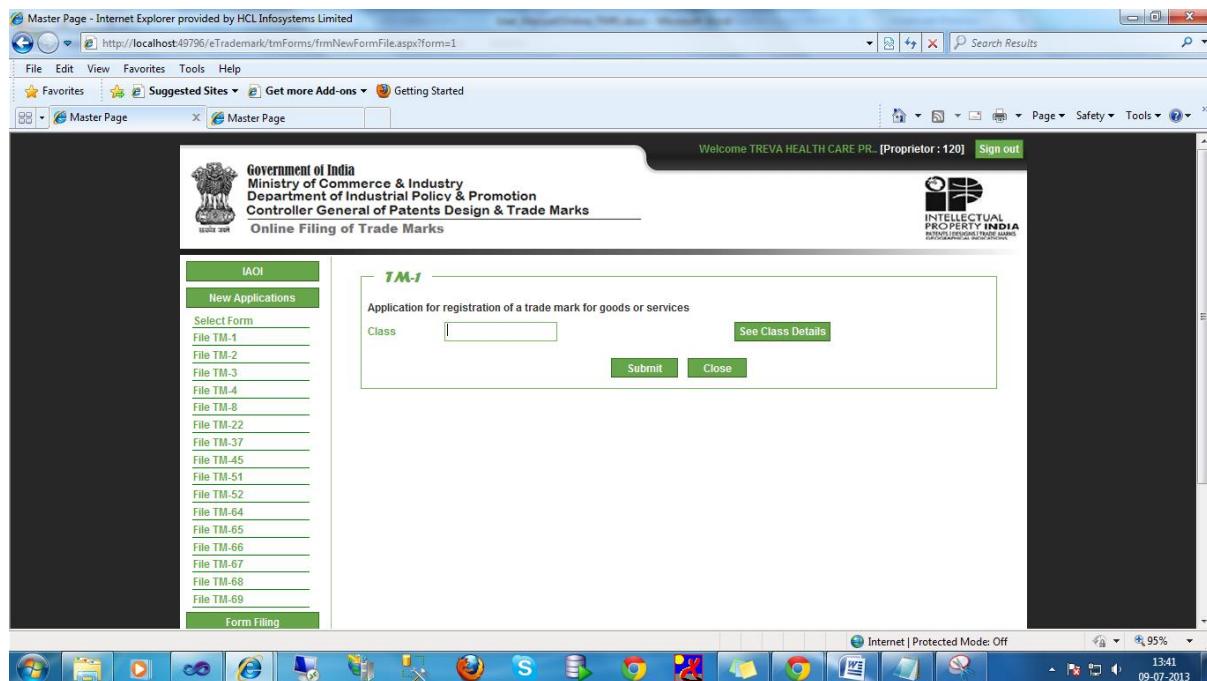
[Control Panel](#)

[Downloads](#)

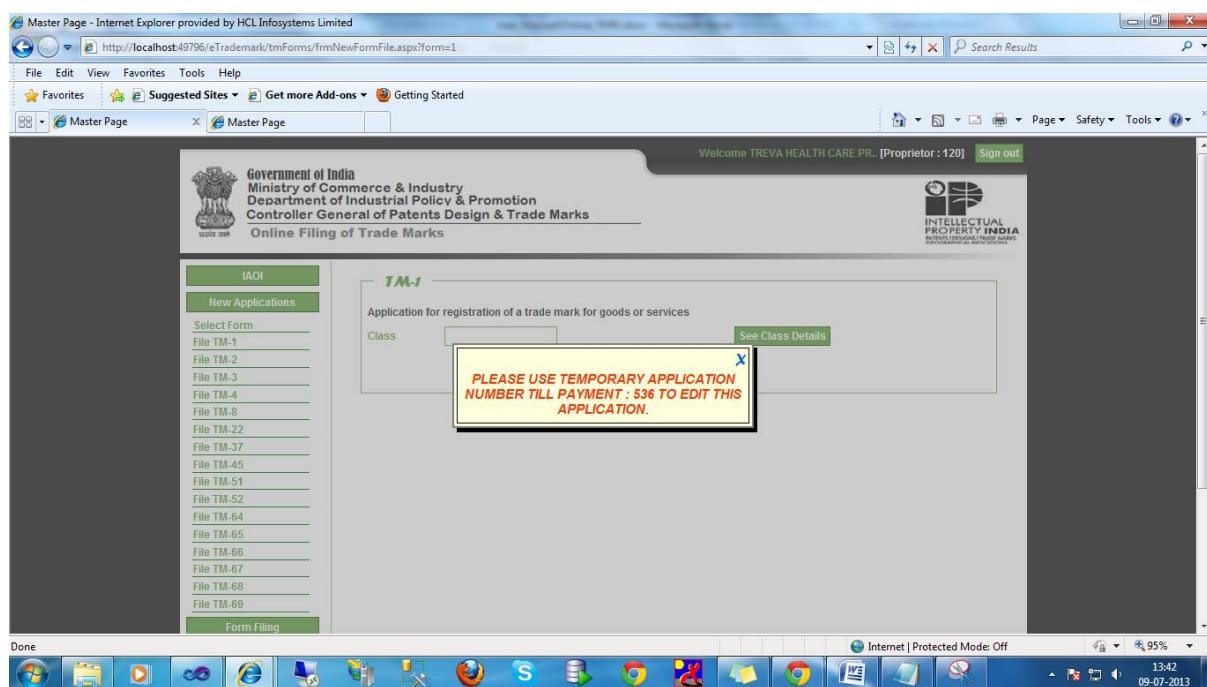
[Contact Us](#)

Fill new application

- Click on New Application Tab and select File TM-1 and put class in to textbox and submit



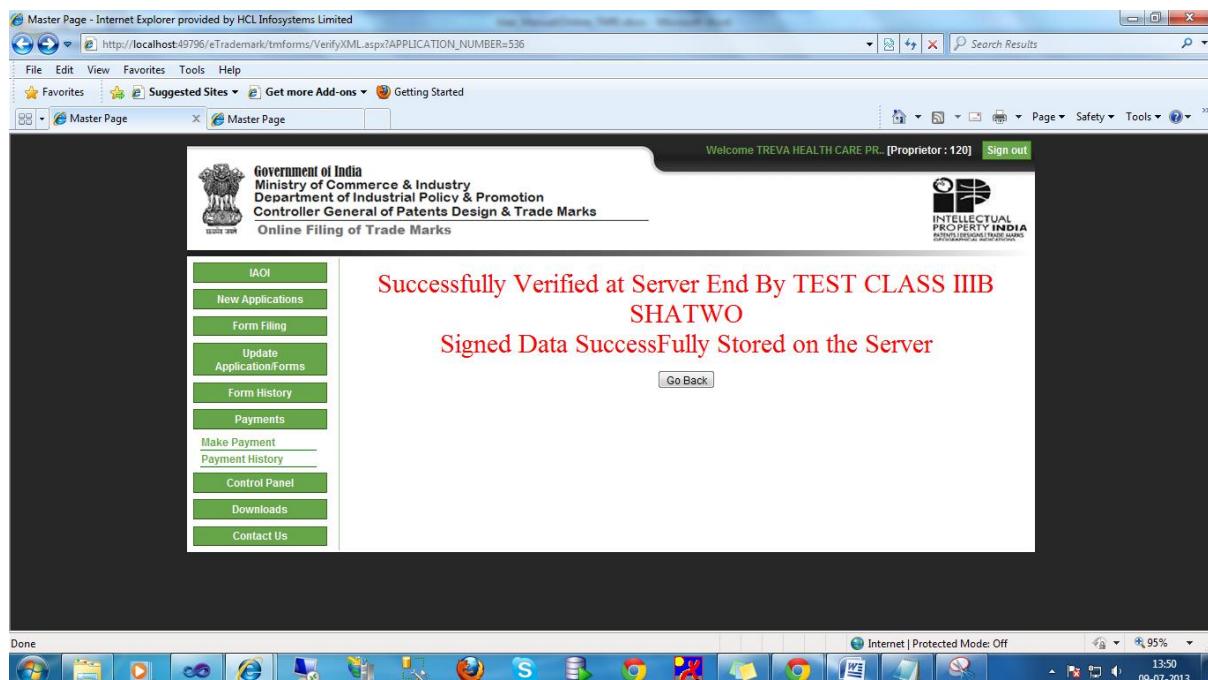
- After submit then we find temp application number



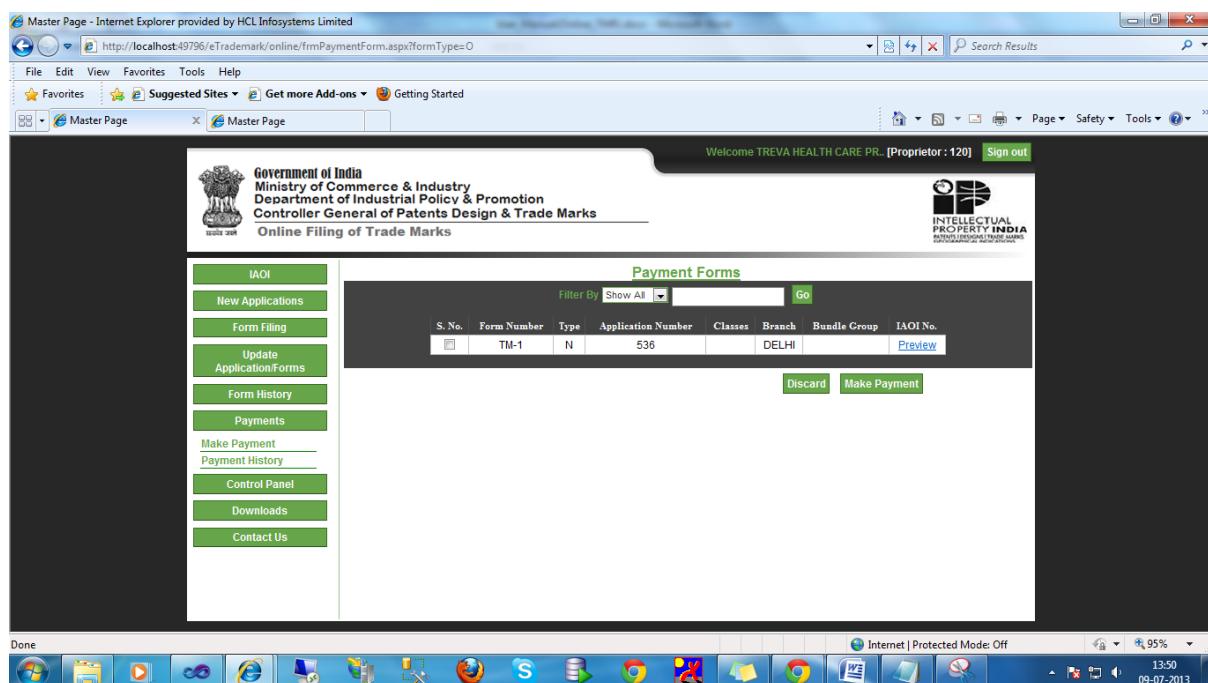
3. Then click on close sign then go to the Drafted application list

4. Click on edit link then open TM-1 form

5. Fill all fields and save also digital sign then display successfully message



6. After successfully sign then we will go into payment tab and click on make payment. We find



the all sign applications and we will select particular

7. After click on Make payment then show Payment login screen and select particular Bank and click submit button

(Filing of other Subsequent forms)

Opposition Forms :- TM-5

Oppositions against the published TM Applications can be filed within 4 months of the publication. Any Opponent can file his or her opposition within the allowed opposition period by drafting a TM-5 form. Form TM-5 can be selected from the “Form Filing Tab”

One can enter the application Number to be opposed and his or her opponent

The screenshot shows the TM-5 form interface. On the left is a vertical sidebar with a green header 'IAOI' and three main sections: 'New Applications', 'Form Filing' (which is highlighted in green), and a list of other forms like 'Reply Examination Report', 'File TM-5', etc. The main area has a green header 'TM-5' and a sub-header 'Notice of Opposition to an application'. It contains two input fields: 'Application Number' with '2202' entered and 'Opponent Code' with an empty field. Below these are 'Submit' and 'Back' buttons. To the right of the input fields is a 'Search Opp' button.

If you do not know your opponent code then you can click on search button “Search Opp”
Then you will find a textbox for entering then opponent name and click search button opponent can be selected if already present in the search result. Otherwise can be created a new opponent by clicking on the “Add New” Button.

The screenshot shows the 'Search Opponent' section of the TM-5 form. It has a search bar with 'alok' entered and a 'Search' button. Below it is a table with columns 'Opponent Code' and 'Opponent Name'. The table contains the following data:

Select	Opponent Code	Opponent Name
Select	3417	ALOK SHUKLA,
Select	23037	ALOK RAI
Select	35638	SH. ALOK KUMAR RANA
Select	42065	ALOK SHARMA
Select	37585	ALOK ASSAM
Select	846232	HITACHI ALOKA MEDICAL, LTD.
Select	848906	ALOK MEHANDI PRODUCT

Then you will find a form that has information related to entered application number and opponent code and select the Address for service from the drop down.

Grounds of opposition can be drafted on the space provided or can be attached separately in PDF file.

— TM-5 —

Application Number : 2406553			
Date of Filing	05/10/2012	Proprietor Name	AMIT SINGH RATHORE
Class	5	Journal Avail. Date	05/05/2014
Journal Number	1639	Agent Address	
Agent Code	0	BRANCH	
Agent Name		Opponent Address	
Word Mark	BCOLIV	Opponent Name	NEW DELHI
Jurisdiction			
Opponent Code	3417		
Opponent Name	ALOK SHUKLA,		
Class Details (Click here to show/hide class details)			
Class Serial Number	CLASS	Goods Description	
1	5	VETERINARY AND PHARMACEUTICAL PREPARATIONS, INCLUDED IN CLASS 05	

Journal Details

Journal No	Supp Number	Available Date
1639	0	05/05/2014

Agent/Attorney Type: Attorney

Agent/Attorney Code: 7900

Agent/Attorney Name: TEST ATTORNEY

Agent/Attorney Address: -Select-

Service Address Opponent's Address Agent's Address Other

Opposition Grounds Grounds of opposition are attached separately

Mandatory documents and attachments can be uploaded using the upload Button

After uploading documents click on “submit” button which will display a massage with temporary number. Now the form can be signed from the “Drafted Forms and Applications” tab and payment can be made through “payment tab”.

TM-5

Temp number for notice of opposition 250765

Renewal Forms :- TM-12

Renewal of a TM Application can be filed six month before the expiration of validity upto six months after the expiration of validity.

To file a Renewal request one can go to “Form Filing Tab” and select TM-12 form.

While drafting a TM-12 form you will require entering the application Number for which renewal request is being made. System will also prompt for other forms required like TM-10 or TM-13. The Address for service can be selected from the drop down.

TM-12

Renewal after expiry of last registration of TM

Application Number:	525125
Proprietor Name:	EASTERN MEDIKIT LIMITED
Proprietor Address:	3, DR. G.C. NARANG MARG, DELHI - 110 007.
Agent Name:	
Agent Address:	
Word Mark:	MEDIPLAST
Branch:	DELHI
State:	
District:	
TradeMark No.:	
Classes:	
Application Date:	
Valid Upto:	23/02/2014
Application Status:	Registered
O-3/RL Letter NO:	O3/1920413
Letter Dispatch Date:	13/01/2014
Agent/Attorney Type:	Attorney
Agent/Attorney Code:	7900
Agent/Attorney Name:	TEST ATTORNEY
Agent/Attorney Address:	IPO Dwarka

You have to File TM-13 along with TM-12. Do You want to File?

Yes **No**

Click on yes to include the required forms automatically. You can further upload the required attachments like POA etc.

TM-12

Renewal after expiry of last registration of TM

Application Number:	525125
Proprietor Name:	EASTERN MEDIKIT LIMITED
Proprietor Address:	3, DR. G.C. NARANG MARG, DELHI - 110 007.
Agent Name:	
Agent Address:	
Word Mark:	MEDIPLAST
Branch:	DELHI
State:	STATE NOT SPECIFIED
District:	NOT SPECIFIED
TradeMark No.:	
Classes:	7.10
Application Date:	23/02/1990
Valid Upto:	23/02/2014
Application Status:	Registered
O-3/RL Letter NO:	O3/1920413
Letter Dispatch Date:	13/01/2014
Agent/Attorney Type:	Attorney
Agent/Attorney Code:	7900
Agent/Attorney Name:	TEST ATTORNEY
Agent/Attorney Address:	IPO Dwarka
Service address :	
Applicant Name:	EASTERN MEDIKIT LIMITED
Applicant Address:	3, DR. G.C. NARANG MARG, DELHI - 110 007.

Proceed **Back** **Uploads**

On click of the proceed button a Temp# will be allotted for the drafted Renewal request, Which can further be signed and paid using “Drafted forms and application tab” and “Payments tab” respectively.

TM-12

Renewal after expiry of last registration of TM

Your application with form Number 250893 has been drafted successfully.

Back

Request for issue of a legal certificate: TM-46

Any interested Party or Public can obtain a certificate for legal purposes mentioning the details of the TM application. To file this request, TM-46 can be selected from “Form Filing Tab” and enter the Application/opposition/rectification number for which a legal certificate is required.

Address for service can be selected from the dropdown menu and other details can be entered accordingly.

- 1- Select(agent/attorney) drop down address
- 2- Applicant Name
- 3- Applicant Address
- 4- Copy document for require
- 5- Purpose

After uploading the required attachment form can be saved by clicking on the submit button.

TM-60

Your Application with Application Number 251000 has been submitted successfully ! Click Preview Option

NOC Certificate for Copyright Applications :- TM-60

Request for no objection certificate (NOC) for the purpose of Copyright Registration, can be filed by selecting form TM-60 from “Form Filing Tab” and enter the Applicant details and the images of the Literary/artistic work under copyright application.

- 1- Party Type –Attorney/Proprietor
- 2- Party Code

TM-60

Request for search and issue of certificate

Party Type	<input type="button" value="Select-
Attorney
Proprietor"/>	Party Code	<input type="text"/>	<input type="button" value="Search Proprietary"/>
<input type="button" value="Submit"/> <input type="button" value="Back"/>				

First you select a particular Party type and Party Code then click on submit button

TM-60

Request for search and issue of certificate

Party Name:	TEST ATTORNEY
Party Address:	IPO Dwarika
Branch:	IPLHI
Agent/Attorney Type:	Attorney
Agent/Attorney Code:	7500
Agent/Attorney Name:	TEST ATTORNEY
Agent/Attorney Address:	IPO Dwarika
Service address :	
Enter LabelText:	test label
Upload Label Image:	<input type="button" value="Browse..."/> <input type="button" value="Upload Image"/>

Fill in all required details like

- 1- Branch
- 2- Address
- 3- Labeltext
- 4- Upload image

After filing all details of the forms and click on submit button. It will show a Temp# against the drafted request TM-60

TM-60

Request for search and issue of certificate

Your Application with Application Number 251067 has successfully Drafted.

Digital Signing of Drafted Forms:

Drafted forms can be reviewed and digitally signed by using the tab “Drafted Applications and forms” This list will contain all the forms and applications which has been drafted and not discarded. Correct forms can be checked and digitally signed by clicking on the sign document, whereas defective and redundant forms can be discarded using Discard button.

Drafted Forms

Sr. No.	Temp#	Form Type	Reference No	Created on
Select	1	251067	TM-60	03/09/2014
Select	2	251000	TM-46	03/09/2014
Select	3	250894	TM-13	03/09/2014
Select	4	250765	TM-5	03/09/2014
Select	5	250893	TM-12	03/09/2014

[Preview](#) [Edit](#) [Upload](#) [Discard](#) [Sign Document](#)

Edit button can be used for correcting the mistakes before signing the same.

Preview :-: Preview of a form will reflect the actual form which has been generated on the basis of particulars entered during drafting.

FORM TM-60
THE TRADE MARKS ACT, 1999
[REQUEST FOR EXPEDITED SEARCH AND ISSUANCE OF COPYRIGHT CERTIFICATE
RULE 8(2)(c), 24(5)]

The Registrar is hereby requested under rule 24(3) to search to ascertain whether any trade marks are on record which resemble the artistic work attached herewith (artistic work being attached approximately 33 centimetres by 20 centimetres in size) and issue a certificate for use under section 45 of the Copyright Act, 1957.

Name:- TEST ATTORNEY
Address:- IPO Dwarka
Label: test label

All communications relating to this application may be sent to the following address in India:-
IPO Dwarka

Dated this 03-09-2014

To
The Registrar of Trade Marks
The Office of the Trade Marks Registry at DELHI

Digitally Signed
TEST ATTORNEY

THE INTERNATIONAL TRADEMARK SYSTEM

Attachment Detail		
Serial No.	Document Description	Upload Date
1	TM-48	03/09/2014 00:00:00

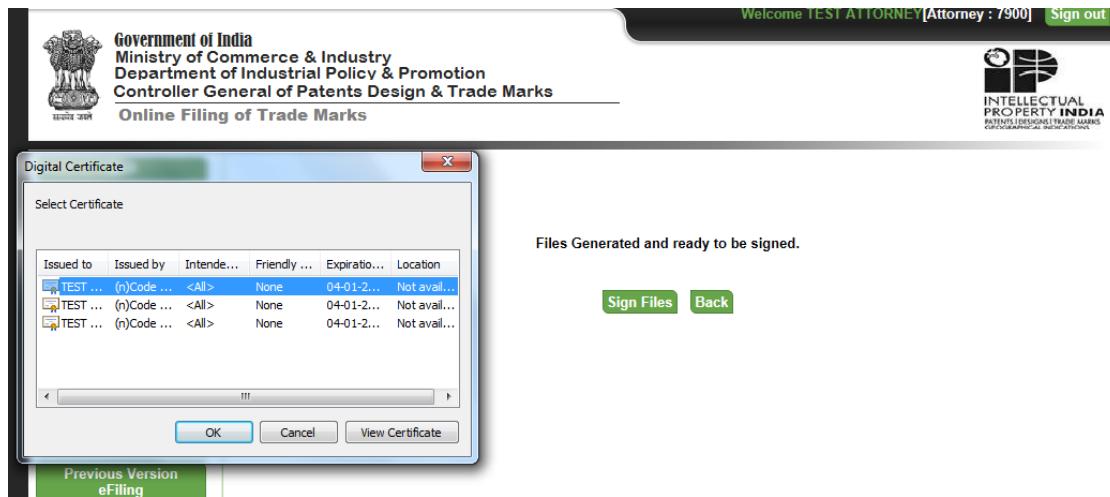
[Print](#)

Sign Document :- To sign a form select the form and click on the “Sign Document Button” when List of available digital signature on your machine appears, you need to select the signature and press OK button

Files Generated and ready to be signed.

Sign Files **Back**

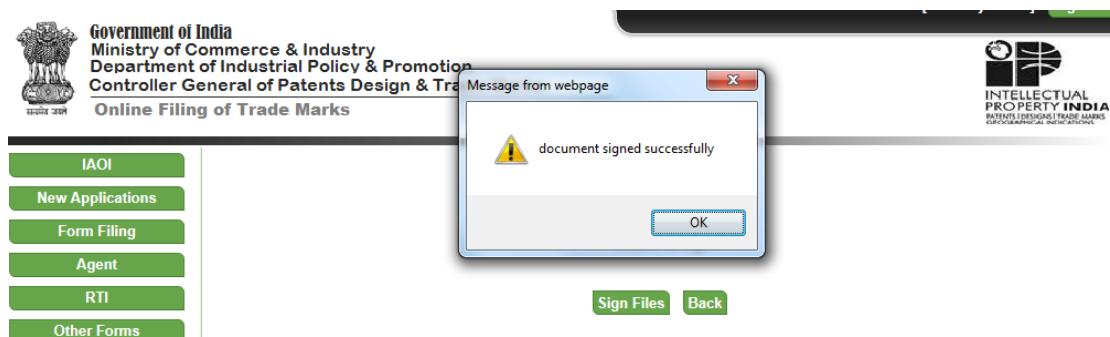
Then click on sign files



Files Generated and ready to be signed.

Sign Files **Back**

If the forms gets successfully signed the following message will appear.



All the digitally signed applications and forms are moved to payments List, from where the payments can be made online.

Welcome TREVA HEALTH CARE PR.. [Proprietor : 120] [Sign out](#)

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Payment Forms

New forms for payment.
Forms for under payment process.

S. No.	Temp#	Classes	Form Type	Reference No	Branch	Created On	Amount	Preview
<input type="checkbox"/>	1039		TM-50	7313	MUMBAI	28/10/2013	0	Preview
<input type="checkbox"/>	1082		TM-60		MUMBAI	19/11/2013	5000	Preview
<input type="checkbox"/>	1090		TM-60		CHENNAI	21/11/2013	5000	Preview
<input type="checkbox"/>	1132		TM-60		MUMBAI	27/11/2013	5000	Preview
<input type="checkbox"/>	1134		TM-60		CHENNAI	27/11/2013	5000	Preview
<input type="checkbox"/>	1137		TM-72		DELHI	27/11/2013	25000	Preview
<input type="checkbox"/>	1141		TM-72		AHMEDABAD	27/11/2013	25000	Preview
<input type="checkbox"/>	1175		TM-72		MUMBAI	03/12/2013	25000	Preview
<input type="checkbox"/>	1249		TM-61		KOLKATA	24/12/2013	2030	Preview
<input type="checkbox"/>	1340		TM-70	5258	KOLKATA	06/01/2014	2500	Preview
<input type="checkbox"/>	1451		TM-10	712241	MUMBAI	16/01/2014	3000	Preview

[Discard](#) [Make Payment](#)

Multiple forms can be selected for one single payment request. After click on button "make payment" selected forms with respective fees will be displayed User will need to read the Terms and conditions related to payment gateway and check the agreement checkbox.

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Forms Selected for Payment

S. No.	Form Number	Application Number	App. Ref. No.	Classes	Branch	Price
1	TM-60	1132			MUMBAI	5000
				Total		₹ 5000

Terms & Condition for IPO Payment Gateway Users

1. Payment Gateway/ Net Banking Disclaimer

All the payments made by the user of the IPO online services may be made using the IPO Payment Gateway hosted by IPOs designated bank. The Payment Gateway/ Internet Banking service is provided to you in order to facilitate the filing procedures using the online services provided by the IPO. By using these services, of the payment gateway, you expressly agree that your use of this online payment service is entirely at your own risk.

2. Transaction charge

The necessary transaction charge plus service tax as applicable for online payment of the services will be borne by the user. These charges will be taken by the e-payment solution provider for giving this service. The list of charges for using various payment gateway services are mentioned below:

S No.	Net Banking, Credit Card, Debit Card payment options	Per Transaction charges
1.	Internet Banking Charges	Rs. 10/-
2.	Debit Card transactions	(i) 0.75% for transaction upto Rs. 2000 (ii) 1% for transactions above Rs. 2000

I agree with the above Terms & Conditions

[Make Payment](#) [Back](#)

After getting the user's agreement, the "Make Payment" button will get enable. On clicking the "Make Payment" button the payment request will be forwarded to Payment gateway for further selection of Bank, Payment mode etc. If the payment attempt is successful, a payment Acknowledgement will be generated.

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Contact Us

The Trade Marks Registry,
Boudhik Sampada Bhawan,
S. M. Road, Antop Hill, Mumbai-
400037





ACKNOWLEDGEMENT SLIP

To:
TREVA HEALTH CARE PRIVATE LIMITED
43, DR.V.B. GANDHI MARG, FORT, BOMBAY- 400 001.
Proprietor: 120 Branch Name: MUMBAI

Transaction No. : O-0000023426
Acknowledgement Date : 04/09/2014 12:45:30
Challan Identification No. : 12345670409201400002
User : test2

S.N.O.	Form	Type	Temp#	Ref.No.	Party Type	Party Code	Party Name	Amount Rs.
1	TM-1	APPLICATION	1977	-	Proprietor	120	TREVA HEALTH CARE PRIVATE LIMITED	3500
Amount in Words :					Rupees Three Thousand Five Hundred Only			Total : ₹ 3500

Received from test2 the sum of Rupees 3500 on account of above mentioned forms.

Payment Mode : Bank Transfer

Payment Successfull

1. Receipt would be available after two working days subject to realisation of amount in government account.
2. Please check the receipt after two working days against transaction id from payment history menu.

This is a computer generated acknowledgment and need not to be signed

Print **Close**

The Receipt containing the Receipt No, permanent application numbers for all the forms can be generated after two working days from the “payment history” tab subject to realisation of amount in Government Account.

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MIS-A(Associsation Fees)

MIS-D(Division)

MIS-I(Interlocutory Petition)

MIS-X(Other Fees)

MIS-E(Deficit Fees)

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Payment History

From Date : To Date :

Filter By

Sr. No.	Transaction Id	Amount	Bank Id	Receive Date Time	Receipt Number	View Ack.	View Receipt
201	O-0000023225	3000	SBI	08/07/2013 00:00:00	536812		
202	O-0000023227	3000	SBI	08/07/2013 00:00:00	536813		
203	O-0000023229	3000	SBI	08/07/2013 00:00:00	536814		
204	O-0000023231	3000	SBI	08/07/2013 00:00:00	536815		
205	O-0000023260	5000	SBI	08/07/2013 00:00:00	536831		
206	O-0000023262	500	SBI	08/07/2013 00:00:00	536832		
207	O-0000023265	5000	SBI	08/07/2013 00:00:00	536833		
208	O-0000023268	3500	SBI	08/07/2013 00:00:00	536835		
209	N-0000037614	3000	AXIS	14/07/2014 09:56:55	538733		
210	O-0000023436	3500	SBI	04/09/2014 12:33:25	538749	Ack.	Receipt
211	O-0000022640	5560	SBI	27/11/2013 00:00:00			
212	O-0000022584	30160	SBI	05/08/2013 00:00:00			

| 1 | 2 | 3 | 4 | 5 |

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Then click on receipt link button then generate receipt

S.NO	Form	Type	Application No	Class	No of Class	Ref. No.	Party Type	Party Code	Party Name	Amount(Rs.)
1	TM-1	APPLICATION	65475681	5	1	-	Proprietor	120	TREVA HEALTH CARE PRIVATE LIMITED	3500
Amount in Words									Total ₹	3500

In case the payment got debited and acknowledgement of the same could not be generated, the payment can be re-verified and settled through pending payment menu after 30 minutes. In the pending transactions menu all the un-settled transactions will be shown. On click of the verify button the server will verify the transaction with the payment gateway. If the payment transaction is successful at the payment gateway then an acknowledgement will be generated otherwise the transaction will be treated as failed transaction and the applications under that transaction can be selected for re-payment from the “Payment tab”.

Transaction ID	Transaction Date	Amount	Details	Verify Payment
O-0000022584	05/08/2013 12:53:08	30160	View Details	Verify

If you want to check the information of application number then click on “View Details” then

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Pending Payment Transaction

Application Number	Form Type	Amount
754	TM-1	3500
755	TM-51	7000
756	TM-61	1160
757	TM-61	18500

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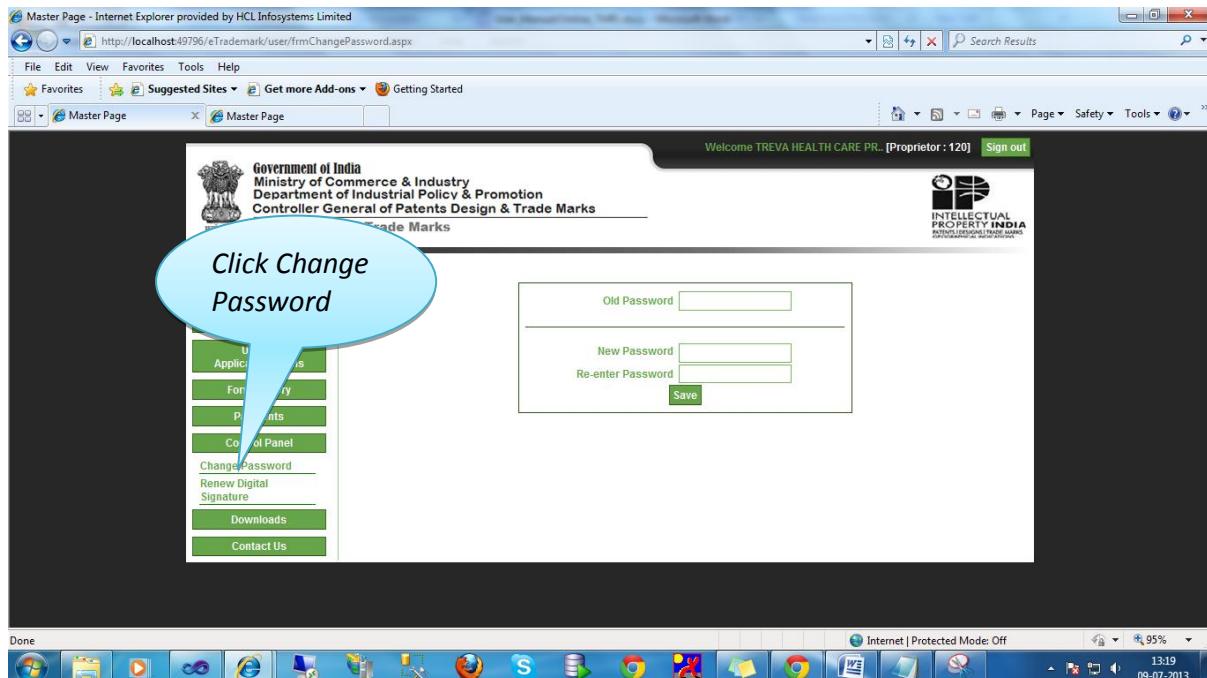
Pending Payment Transaction

Transaction ID : O-0000022584
Transaction Date: 05/08/2013 12:53:08
Amount : 30160
Status : Invalid input in the request message, cancel transaction.

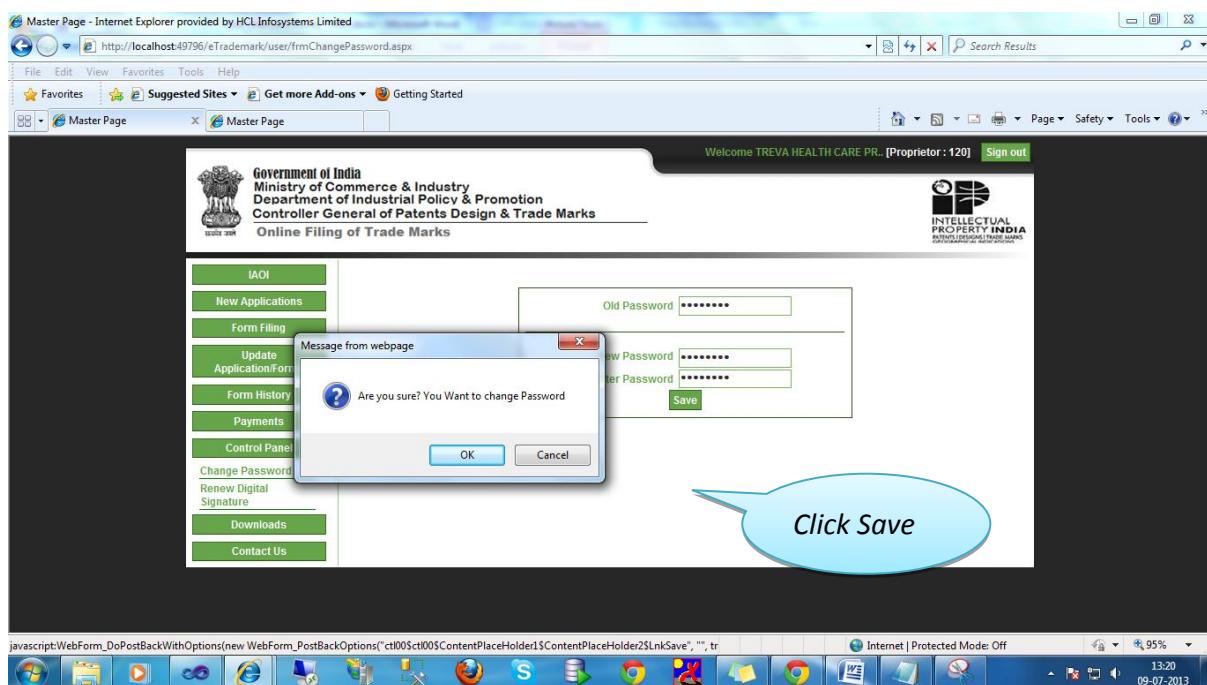
[Back](#) [Enable For Repayment](#)

Control Panel :**How to Change Password**

Change Password facility is available under Control Panel Menu Tab . User has to ensure the strong password. As per present policy the password must contain at least one lowercase, one uppercase and one numeral in the password and the length should be at least 8 characters long.

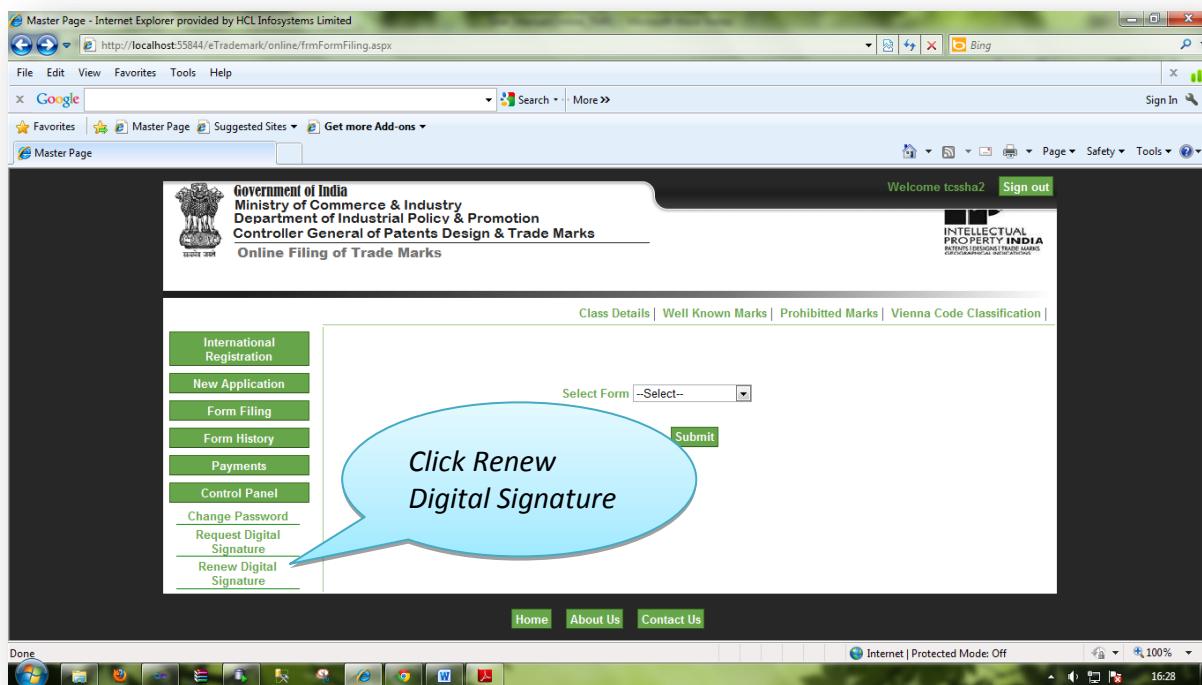


Fill the old password, new password, confirm new password and click on save button.

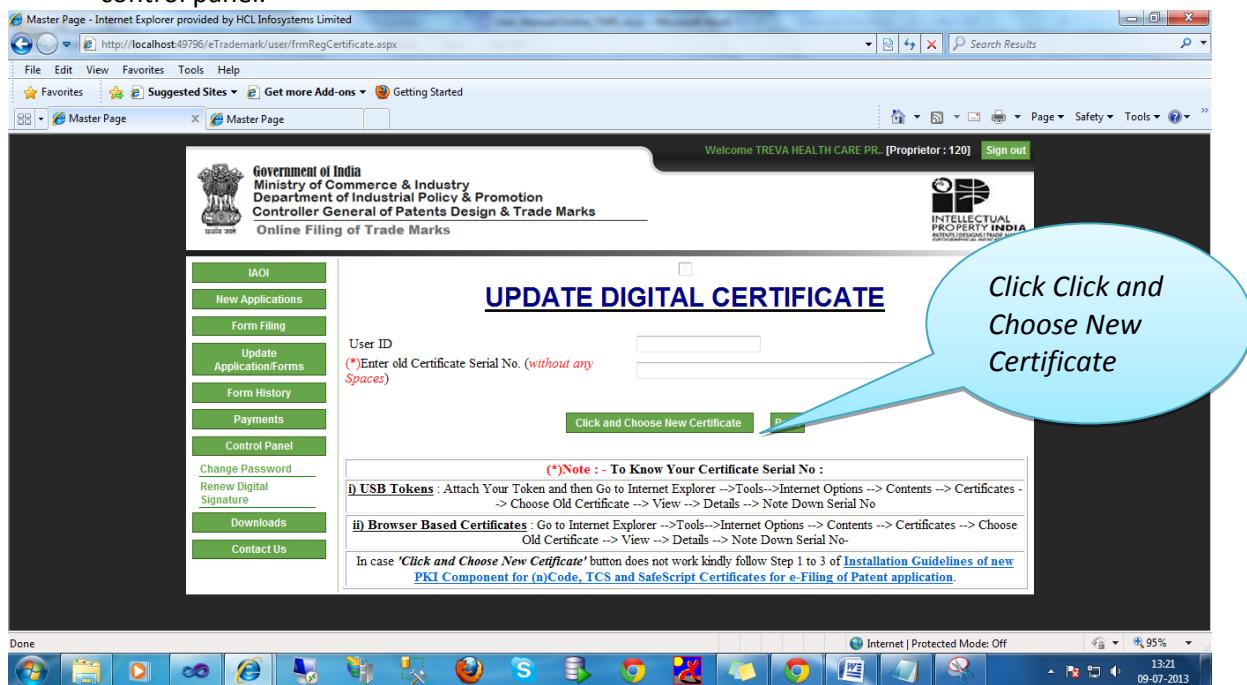


How to Renew Digital Signature

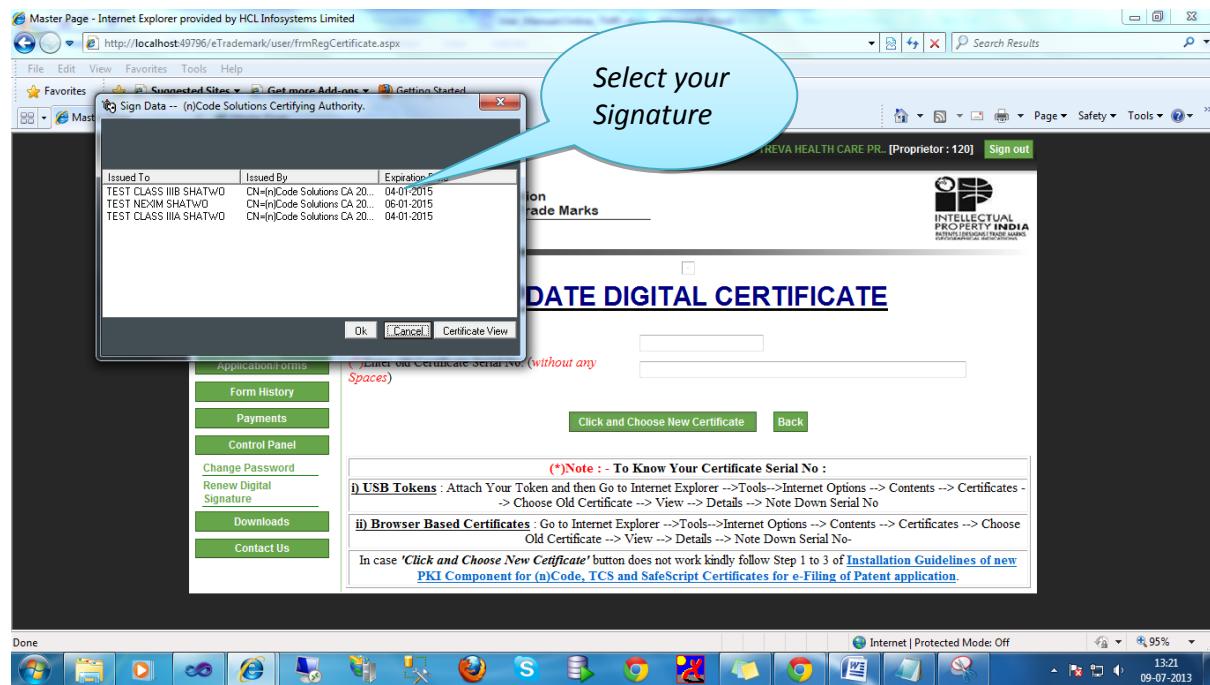
1. Go To Renew Digital Signature Menu under Control Panel Menu



2. Fill The Details and Click on the “Click and choose new certificate”. If you do not have the OLD certificate serial number, you can find the same in “View profile” menu under the control panel.



3. Select your Signature in popup window



4. Now Click OK button

