

H M Mythreya
PES2UG20CS130
CIE L1 - Assignment 1

1) Definition of tech start-up:

An entity working towards innovation, development, deployment and commercialisation of new products, processes, or services driven by technology or intellectual property.

2) Top 5 industry sectors that Indian startups are focused on:

- 1) Edtech (13%) - Vedantu
- 2) Enterprise Tech (12%) - Zoho
- 3) Retail and Retail Tech (9.5%) - FreshtoHome
- 4) HealthTech (8.5%) - HealthifyMe
- 5) BFSI (8%) - Paytm

3) Top 5 Deep-Tech that start-ups are pursuing:

- 1) Artificial Intelligence - Couture.ai
- 2) IoT (Internet of Things) - Carsense
- 3) Big Data and Analytics - Fractal analytics
- 4) Blockchain - Minddeft
- 5) AR/VR - Trezi

4) Two Deep-Tech that startups are using:

Artificial Intelligence - Artificial intelligence is the ability of a digital computer to perform tasks commonly associated with intelligent beings, like recognizing objects, speech detection, weather prediction, etc. Here's why AI is important to India:

- 1) They generate jobs and employment - 109,000 AI related personnel working in India, with a growth rate of 20%.
- 3) AI plays a major role in healthcare - the application of AI in healthcare in India was valued at 431 billion INR in 2021
- 4) The Indian AI market value has a compound annual rate of 20.2%. It was valued at 3.1 billion USD in 2020, and went up to 7.8 billion USD in 2021. This huge surge in market value in AI has improved the Indian economy, helped millions of people with healthcare and employment, and has helped companies upscale and perform better.

AR/VR – Virtual Reality provides a real and believable experience in a virtual way, and augmented reality augments information into the real world by superimposing onto it using (usually) AR glasses.
Here's why AR and VR is important to India:

- 1) In higher education, AR/VR can be helpful in understanding abstract concepts and gain an almost real experience in a low-risk virtual environment. Example: Training for surgery, Military and Civilian Pilot training, Fire and Rescue training, Astronaut training, etc.
- 2) The AR/VR industry in India was valued at 1.83 billion USD, proving to be a valuable asset to the economy, and providing jobs to thousands.
- 3) AR/VR can help remote parts of India gain access to the outer world. Through lectures, documentaries, tutorials, and more, AR/VR can make learning and experience an easier experience to the less fortunate lower class of India.

5) Summary of Swiggy

Swiggy is an Indian online food ordering and delivery platform. It also provides on-demand grocery deliveries under the name Instamart. It is based in Bangalore and was founded in 2014. It's market sector is Food Delivery and grocery courier. It was founded by Sriharsha Majety and Nandan Reddy. They approached Rahul Jaimini formerly with myntra, and founded swiggy. They quickly built a dedicated delivery network and grew rapidly. Their current team is comprised of:

Sriharsha Majety (CEO)
Rahul Bothra (CFO)
Dale Vaz (CTO)
Vivek Sunder (COO)

Swiggy reported a revenue of 2145 Crore INR for the full year of 2021. The market cap of Swiggy peaked at 17 billion USD and became a decacon, overtaking Zomato in January of 2022 after a 700 million USD investment from Invesco. However, after a 20% drop, the market cap fell to 9.64 billion USD demoting Swiggy back to a unicorn.

The pandemic affected swiggy in several ways. In may 2020, Swiggy laid off 1100 employees during the COVID-19 pandemic. The company also moved to a 4-day work week in response to the growing COVID-19 cases. In March 2021, Swiggy set up Health Hubs across Chennai, and promised to cover the vaccination costs for its delivery partners and workforce. Swiggy overtook it's competition against already well setup Food-delivery giants such as Zomato, Ola Cafe and Foodpanda, and pulled ahead as India's no.1 online Food delivery service, each and everyone of us has ordered from Swiggy atleast once!