

		Sector	Sector			
		Agency	Agency	Factors influencing valuation	Emerging Trends	Other notings
		Consumer (Apparel)	Consumer (Apparel)	Client concentration, Retainer vs project revenue mix, Gross margin, Team scalability, IP/Tech assets	Influencer platforms, content marketplaces, SMB marketing SaaS	The media sector is witnessing renewed M&A and fundraising activity, driven by the convergence of content, commerce & community. Traditional media players are acquiring digital-first brands to stay relevant, while new-age creators are raising capital to build audience-led IPs. Valuations are being driven less by scale & more by engagement, brand affinity and monetization depth. AI-led content automation, martech stack consolidation, and immersive formats (AR/VR, interactive video) are reshaping the landscape. Experiential media, social commerce, and vernacular-first content are also attracting buyer and investor interest.
		Consumer (Beauty & Personal Care)	Consumer (Beauty & Personal Care)	Repeat rate, AOV, Inventory turnover, Seasonal dependence, Gross margin, Returns %	Fast fashion tech, athleisure D2C, sustainable fabrics	The consumer apparel space is seeing steady M&A and investor interest, especially in profitable, digitally native brands with loyal communities. Valuations are increasingly tied to brand pull, contribution margins, and inventory efficiency not just topline. Buyers are focusing on D2C players with omni-channel depth, export-ready SKUs, and clear positioning (athleisure, ethnicwear, sustainability). AI-led demand forecasting, tech-driven personalization, and influencer-led distribution are driving differentiation. Regional brands with strong unit economics and vertical integration are also emerging as prime targets
		Consumer (Food & Beverage)	Consumer (Food & Beverage)	Hero SKUs %, Repeat rate, D2C vs retail mix, CAC/LTV, Influencer ROI, Margin structure	Clean-label brands, AI personalization, Indian skin focus	India's beauty and personal care market is seeing strong growth, driven by demand for clean, natural, and cruelty-free products. D2C brands are scaling through social commerce and influencer marketing, while personalization via AI tools and AR try-ons is enhancing user experience. Men's grooming and premium skincare are on the rise, alongside continued interest in Ayurvedic and regional ingredients. Brands are adopting omni-channel strategies and focusing on sustainability through eco-friendly and refillable packaging.
		Consumer (Footwear)	Consumer (Footwear)	Unit economics (CM1/CM2), Frequency of purchase, Distribution strength, Shelf velocity, Gross margin, Brand pull	Plant-based foods, clean snacks, D2C beverages, Indian flavour + regional flavour profiles	India's F&B sector is shifting toward health, convenience, and conscious choices. Consumers are embracing organic, plant-based, and clean-label products, while D2C brands are offering gourmet, ready-to-eat, and healthy snacks. Alternative proteins, regional flavors with a modern twist, and functional beverages like kombucha and collagen drinks are gaining popularity. Quick, nutritious options and sustainable packaging are also key drivers shaping the industry.
		Consumer (Health & Fitness)	Consumer (Health & Fitness)	Return rate, ASP, Gross margin, Offline vs online %, Repeat %, SKU depth	Eco-friendly shoes, kids' ergonomic designs, casual comfort	The footwear space is seeing rising deal flow, especially for brands with clear positioning, strong gross margins & high repeat rates. Strategic acquirers prefer players with owned manufacturing, control over design cycles, and channel profitability. Valuations hinge on contribution margin and inventory turns not vanity metrics. Export-ready SKUs and offline scale are strong levers. Functional, comfort led & regionally dominant brands are seeing the most inbound interest
		Consumer (Home & Household Supplies)	Consumer (Home & Household Supplies)	Subscription revenue %, Engagement/Usage time, Churn rate, CAC to LTV, Community strength	Home fitness tech, digital coaching communities, modern supplements	India's health and fitness space is shifting toward preventive care, personalization, and digital-first solutions. Consumers are embracing supplements, wearables, and at-home diagnostics, while virtual workouts and telehealth services are growing fast. Functional foods and clean nutrition are in demand, and mental wellness tools like mindfulness apps are gaining popularity. Fitness is now a lifestyle, driven by community workouts and influencer-led content.
		Consumer (Jewellery)	Consumer (Jewellery)	Basket size, Frequency, Distribution network, Private label %, Gross margin, Brand loyalty	Eco-conscious cleaning, refill models, home utility subscriptions	India's home care segment is seeing rising demand for hygiene-focused, eco-friendly, and chemical-free products. Premiumization is growing, with consumers valuing quality, fragrance, and trusted brands. D2C and refillable product brands are gaining traction, while multifunctional tools and smart appliances appeal to urban buyers. Tier 2/3 markets are adopting branded products, and subscription or quick-commerce models are adding convenience.
		Consumer (Personal Care)	Consumer (Personal Care)	ASP, Inventory turnover, Offline vs online %, Trust/Brand signal, Gross margin, Repeat buyers %	Lab-grown diamonds, silver fashion jewelry D2C, modern lightweight gold	India's jewelry market is shifting toward branded, certified offerings, with growing demand for lightweight, everyday wear among urban consumers. Digital adoption is rising fast, with online sales, virtual try-ons, and omni-channel strategies gaining ground. Personalization and lab-grown diamonds are becoming popular, especially with younger buyers. While weddings and festivals remain key drivers, modern consumers prefer a mix of traditional and contemporary styles. Emerging segments like men's and kids' jewelry are gaining traction, and gold continues to serve both emotional and investment purposes through coins, digital gold, and ETFs.
		Fintech	Fintech	Hero SKUs %, Repeat rate, D2C vs retail mix, CAC/LTV, Influencer ROI, Margin structure	Men's grooming, femtech, sexual wellness normalization	India's personal care segment is evolving rapidly, driven by conscious consumerism and digital-first brands. Consumers increasingly prefer natural, clean, and Ayurvedic products, while D2C brands leverage personalization and influencer marketing. Ingredient-led skincare with actives like retinol and niacinamide is trending, along with growing demand in men's grooming. Tier 2 and 3 markets are emerging strong, supported by rising incomes and digital access. Tech adoption—like AI skin analysis and AR try-ons—is enhancing the shopping experience. Premiumization is also on the rise, with consumers valuing quality and self-care. Omni-channel strategies are key as brands blend online, offline, and quick-commerce touchpoints.
		Edtech	Edtech	Take rate, Loan book quality, Regulatory moat, Customer stickiness, CAC/Payback, NPA %, DAU	Verticalized neobanks, BNPL, revenue-based financing, Bank SaaS opportunity	India's fintech space is rapidly growing, driven by embedded finance, UPI innovation, and digital lending. UPI remains dominant with features like credit on UPI and cross-border payments. Digital lending and BNPL are expanding, supported by tighter regulations. WealthTech and InsurTech are gaining traction with simplified, digital-first offerings. Loan Against Mutual Funds (LAMF) is also emerging as a popular credit option, allowing investors to unlock liquidity without redeeming their holdings, with fintechs offering seamless digital experiences. Fintechs are deepening financial inclusion in Tier 2/3 cities through Aadhaar and mobile-led solutions. Meanwhile, regulatory focus on compliance, data privacy, and KYC is increasing, and AI is enhancing personalization and fraud detection.
		SaaS	SaaS	Course completion %, CAC vs ARPU, B2B/B2C split, Retention (monthly), Engagement time, Content IP	Job-linked upskilling, vernacular learning, infra for tutors	India's EdTech sector is evolving toward hybrid learning models that combine digital content with offline support for a more personalized experience. While K-12 growth has slowed, test prep, coding, and professional upskilling are seeing strong momentum. AI-powered platforms are enhancing personalization and content creation, while gamification is boosting engagement. Growth in Tier 2/3 cities is accelerating, fueled by regional language content and mobile accessibility. EdTech players are increasingly partnering with institutions to deliver learning management systems and certifications, with a growing focus on real-world skills, employability, and measurable outcomes.
		Marketplaces	Marketplaces	ARR, NRR, Churn rate, CAC payback period, GTM motion (PLG/SLG), Expansion revenue	Vertical SaaS, low-code tools, developer-first infra	India's SaaS sector continues to scale rapidly, driven by global demand, digital transformation, and strong developer talent. Vertical SaaS is gaining momentum, offering industry-specific solutions in areas like healthcare, logistics, and BFSI. AI integration is becoming mainstream, with SaaS products leveraging generative AI for automation, insights, and enhanced user experiences. Usage-based pricing and modular platforms are making solutions more flexible and scalable for global SMBs. Indian SaaS companies are increasingly born-global, targeting international markets from day one, while also tapping into the growing domestic demand from mid-market and enterprise customers. There's also rising investor interest in bootstrapped and profitable SaaS models, as focus shifts from pure growth to sustainable unit economics.
		Hospitality (QSR & Restaurants)	Hospitality (QSR & Restaurants)	GMV, Take rate, Liquidity (buyers:sellers), AOV, CAC payback, Repeat transacting users, Network effects	Social commerce, B2B agri/industrial, blue-collar job tech	India's marketplace ecosystem is evolving rapidly, with vertical platforms gaining traction across categories like fashion, electronics, beauty, and home goods. Personalization, faster delivery, and better user experience are key differentiators as competition intensifies. D2C brands are increasingly leveraging marketplaces for scale, while platforms are integrating fintech and loyalty features to boost retention. Tier 2/3 cities are driving new user growth, with regional language interfaces and vernacular content playing a crucial role. AI and data analytics are powering smarter discovery, dynamic pricing, and fraud prevention, making marketplaces more efficient and customer-centric.
		IT Services	IT Services	SSSG, AOV, Table turnover, % franchise, Outlet payback, Food costs, Brand pull	Cloud kitchens, new-age QSR chains, restaurant enablement tech	India's QSR and restaurant space is witnessing strong growth driven by rising urban consumption, digital ordering, and demand for convenience. Cloud kitchens and delivery-first models continue to scale, while brands are also expanding physical presence in Tier 2/3 cities. There's a growing focus on regional cuisines, healthier menu options, and premium casual dining experiences. Tech adoption is high, with POS systems, loyalty apps, and AI-powered menu optimization enhancing operations. Sustainability and transparency—like clean labels, eco-friendly packaging, and traceability—are also becoming important to consumers, especially younger diners.
		Gaming	Gaming	Billing rates, Utilization %, Onsite vs offshore mix, Recurring contracts %, Attrition rate, Domain focus	Talent clouds, AI-powered MSP software, cybersecurity-as-a-service	India's IT services sector is evolving with a strong focus on digital transformation, cloud migration, and AI-led automation. Clients are increasingly prioritizing cost optimization, agility, and faster time-to-market, driving demand for managed services and outcome-based models. Generative AI, cybersecurity, and data engineering are key growth areas, while talent upskilling remains critical as firms adopt new tech stacks. There's also rising global demand for industry-specific solutions across BFSI, healthcare, and manufacturing, with Indian IT players expanding their footprint in key international markets through strategic partnerships and domain-focused delivery.
		Healthcare & Medicine	Healthcare & Medicine	DAU/MAU, Retention %, In-app purchase %, ARPPAU, Virality (K-factor), Monetization efficiency	Skill gaming, game streaming, Web3 gaming/NFTs	The gaming sector is seeing heightened M&A and fundraising activity, driven by breakout hits in casual, midcore & IP-led games. Valuations vary widely with stickiness, monetization (ARPU/ARPPU) & retention often outweighing top-line revenue. Investors are eyeing cross-platform potential, AI-enhanced development pipelines & scalable user acquisition models. Cloud gaming, Switch 2 and Web3-native games are also pushing momentum in select niches.
		AI / Deeptech / IoT	AI / Deeptech / IoT	Clinical validation/IP, Regulatory approvals, TAM access, Gross margin, Recurring revenue %, B2B/B2C mix.	Chronic care tech, telehealth + meds, full-stack surgery mgmt, elder care / mental health	India's healthcare sector is rapidly digitizing, with growing adoption of telemedicine, e-pharmacies, and AI-driven diagnostics. Preventive care is gaining traction through wearable tech, at-home testing, and health tracking apps. Tier 2/3 cities are driving demand for affordable and accessible healthcare, supported by mobile health units and digital platforms. Personalized medicine and genomics are emerging, especially in oncology and chronic care. Hospital chains are investing in tech-enabled infrastructure, while the government's focus on public health and insurance coverage is expanding access. Overall, the sector is moving toward more connected, patient-centric, and data-driven care.
		AI / Deeptech / IoT	AI / Deeptech / IoT	IP defensibility, Tech team quality, GTM readiness, Time to commercialization, Customer pilot outcomes. Valuation multiples in deeptech are more driven by stage of raise, founder and IP quality and early adoption	Space tech, drone hardware, voice AI/NLP for enterprises, biotech / drug discovery	India's AI, Deeptech, and IoT sectors are gaining momentum, fueled by advances in computing, supportive policy push, and enterprise adoption. Generative AI is being integrated across industries—from customer support to content creation and code generation—while startups are also building domain-specific LLMs. Deeptech innovation is rising in areas like robotics, space tech, quantum computing, and biotech, with increasing government and VC backing. In IoT, adoption is growing in manufacturing, logistics, agriculture, and smart cities, driven by the need for real-time data and automation. As deeptech matures, focus is shifting from R&D to commercialization, IP creation, and global scalability.