

India Rising: Startup Pulse Overview (2015–2020)

KEY KPIs

Total Funded Startups

2346

Total Funding Raised

38.07bn

Total Funding Years

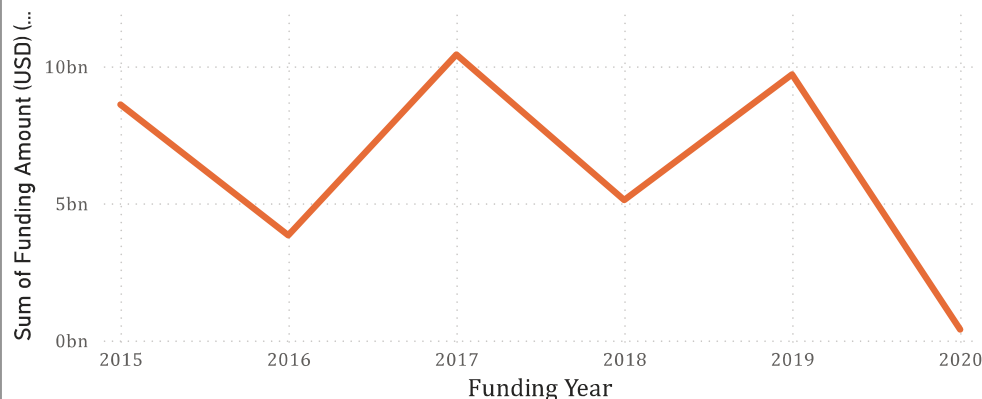
6

Use this to dynamically explore data by year and watch the visuals adjust accordingly.

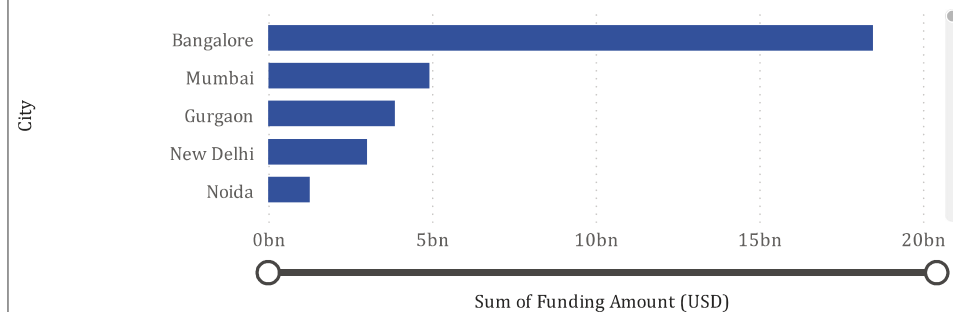
2015

2020

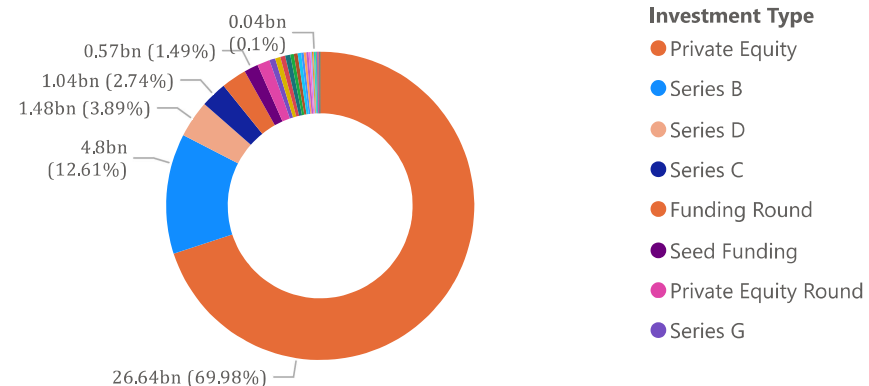
Funding Trend Over Years



Top 5 Cities by Total Funding



Investment Type Breakdown



This dashboard offers a high-level snapshot of India's booming startup ecosystem from 2015 to 2020. By visualizing funding trends over time, regional investment hotspots, and the distribution of capital across different funding stages, it uncovers the story behind where innovation is thriving—and where it's heading next.

Use the Funding Year slicer to zoom in on breakout years, funding surges, or economic dips—and watch the entire story update in real time. From city-level performance to investment appetite, this page delivers a crisp, interactive view of how India's entrepreneurial engine has evolved.

For a deeper dive, move on to Page 2 to explore which *industries* are fueling this momentum—and who's leading the charge.

Industry Deep Dive

This page explores which industries have dominated India's startup landscape from both a funding and volume perspective. While FinTech and EdTech have historically topped the charts, users can analyze rising contenders, pandemic-era shifts, and which sectors attracted early- vs. late-stage capital. From trends over time to high-performing verticals, this deep dive helps decode the sectors shaping India's innovation story.

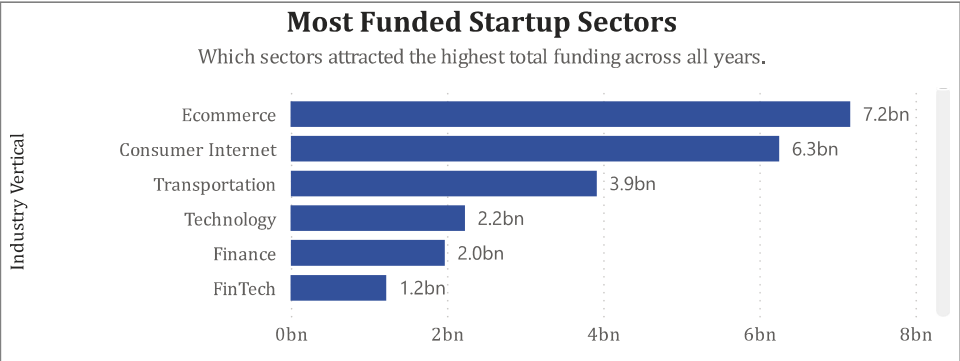
Year

All

Startup Name

All

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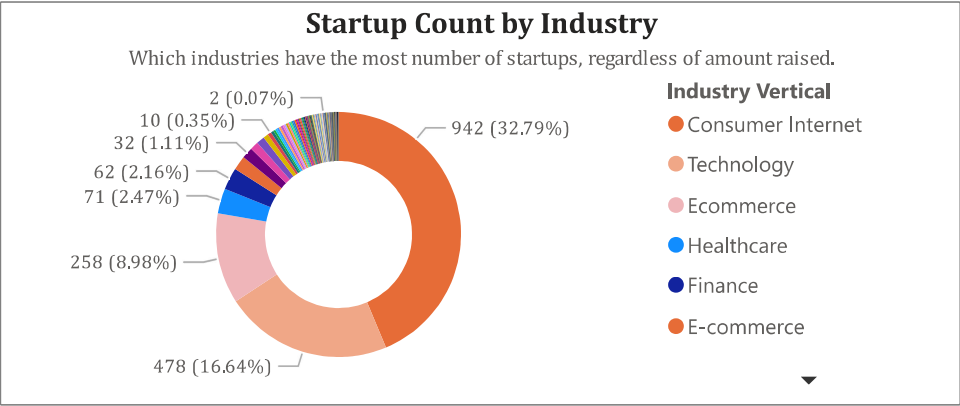


This chart ranks the top startup industries by total funding received from 2015 to 2023. It highlights where the biggest investments have flowed—think FinTech, EdTech, and beyond.

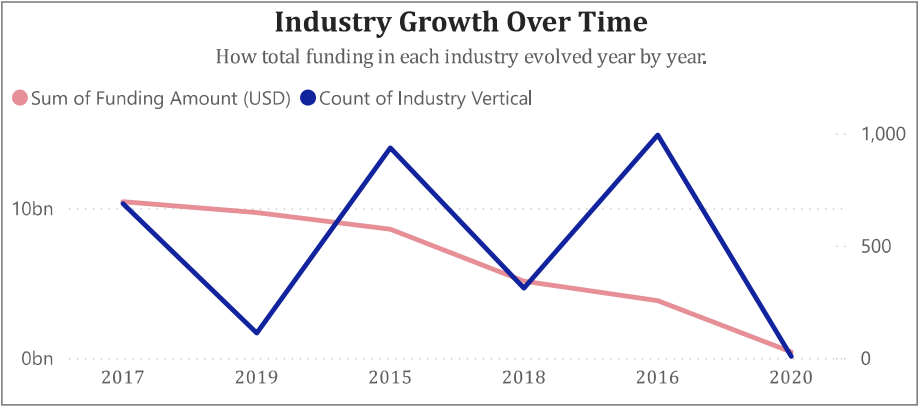
Top Funded Startups by Sector

Startup Name	Industry Vertical	Funding Amount (USD)
Rapido Bike Taxi	Transportation	3,90,00,00,000.00
Flipkart	Ecommerce	2,50,00,00,000.00
Flipkart	Ecommerce	1,40,00,00,000.00
Paytm	Ecommerce	1,40,00,00,000.00
Paytm	FinTech	1,00,00,00,000.00
Flipkart.com	Online Marketplace	70,00,00,000.00
Paytm	E-Commerce & M-Commerce platform	68,00,00,000.00
True North	Finance	60,00,00,000.00

Lists individual startups with the highest funding, grouped by industry. It puts real names to the data and showcases the major players in India's innovation scene.



Shows the distribution of funded startups across different sectors. While some industries lead in capital, others dominate in sheer number of ventures.



Tracks year-over-year funding shifts across key industries. Spot surges, slumps, and emerging sectors shaping India's startup evolution.

Who's Fueling India's Startup Growth?

Analysing who is funding startups in India, at what stage, and how deal sizes are evolving over time.

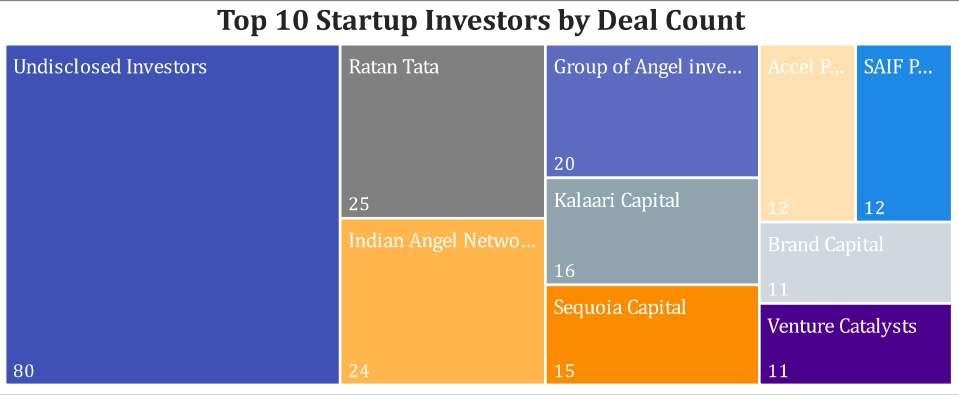
This page dives into the key players and pivotal moments in the funding journey — spotlighting the most active investors, the distribution of funding rounds, and how average deal sizes have evolved. From early-stage experiments to scale-up successes, this dashboard reveals where capital is flowing, how investment behavior has matured, and which funding stages dominate the conversation. Use the slicers to filter by year or industry to uncover patterns in investor focus, startup lifecycle, and funding confidence over time.

Year

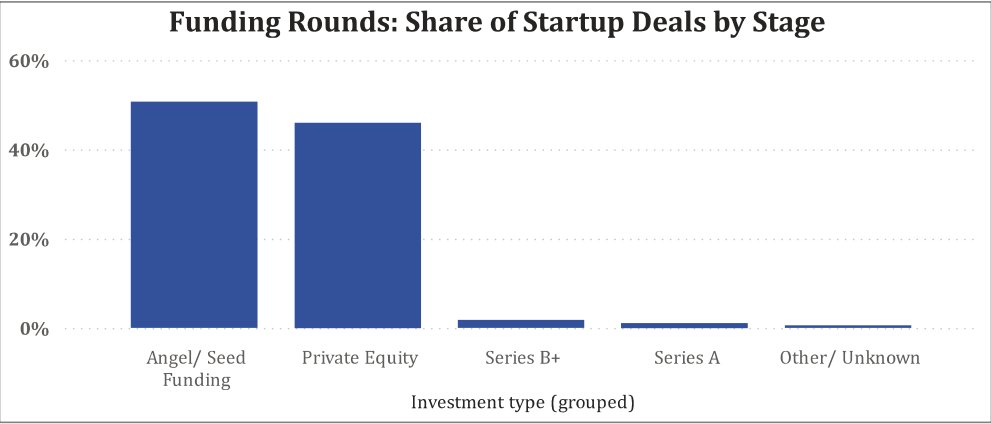
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Investment Typ...

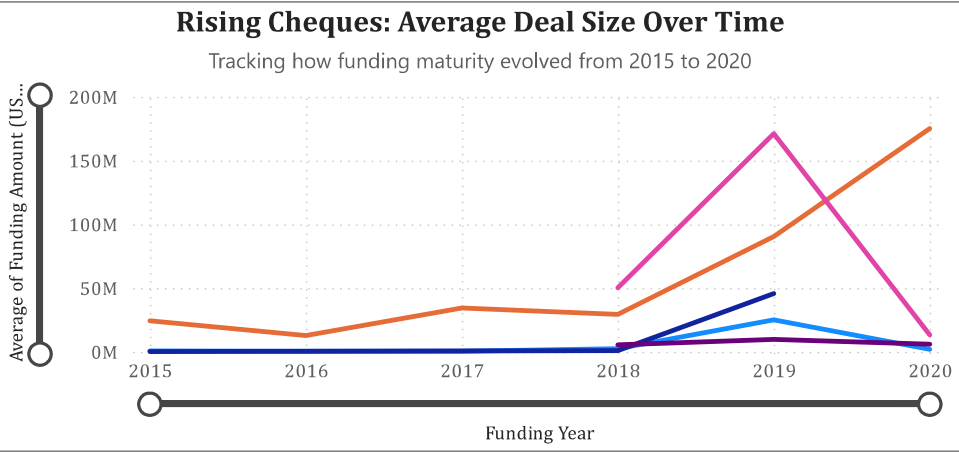
All



This visual highlights the most active investors in India's startup ecosystem, sized by the number of deals they've participated in from 2015 to 2020.



This chart visualizes the proportion of Indian startup deals across various funding stages from 2015 to 2020. By grouping and comparing funding types—such as Seed, Angel, Series A, Series B+, and Private Equity—we gain a clearer picture of where most startups are in their financial lifecycle. The dominance of Seed and Angel funding highlights a vibrant early-stage ecosystem, where new ventures are receiving initial backing to test and scale ideas. In contrast, fewer deals in Series B+ and PE stages reflect the relatively smaller pool of late-stage startups in India's still-maturing landscape. This visualization helps decode investor risk appetite, startup maturity, and the broader narrative of India as a startup-first, scale-later environment.



This line chart tracks the average deal size in India's startup ecosystem from 2015 to 2020, revealing key shifts in investor confidence over time. Funding amounts saw steady growth in the early years, followed by a noticeable dip during the 2020–2021 pandemic period as market uncertainty peaked. Post-COVID, average deal sizes have rebounded sharply, signaling renewed investor trust and a shift toward larger, growth-stage funding in a rapidly maturing startup landscape.

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