

# Startup Investment Trends in India (2015–2020)

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## Executive Summary

This report analyzes venture capital and private equity investments in Indian startups from 2015 to 2020. Drawing insights from over 2,000 funding deals, it provides an overview of investment patterns across industries, cities, funding stages, and key investors. The goal is to understand historical trends that have shaped India's startup ecosystem and can inform future decisions for founders, investors, and analysts.

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## 1. Dataset Overview

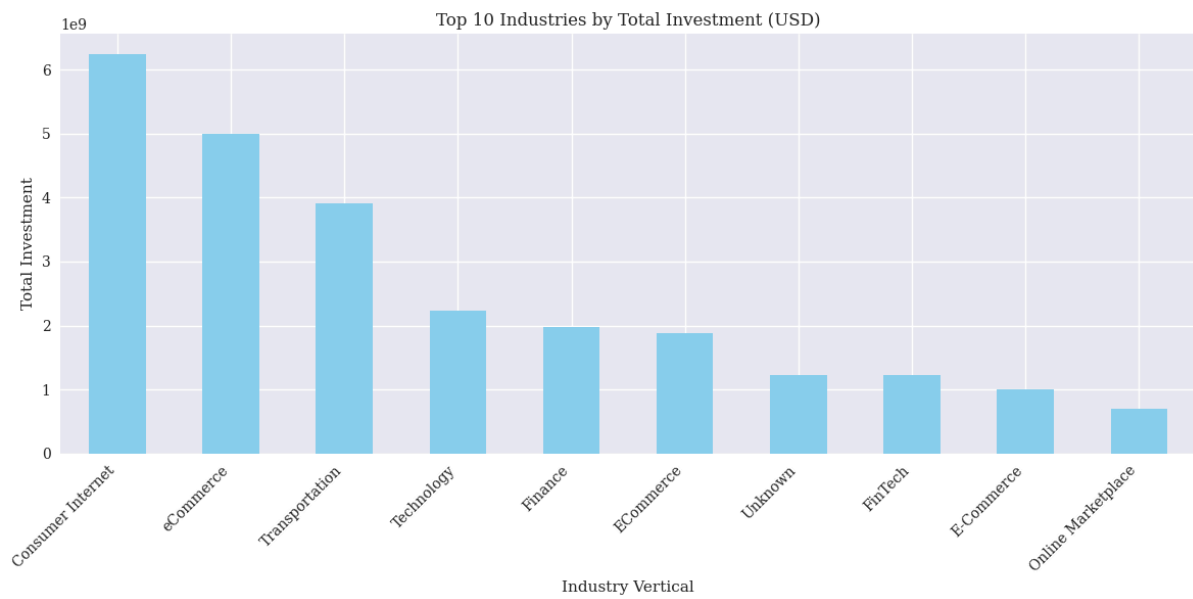
- **Source:** Curated startup investment records
  - **Time Frame:** 2015 – 2020
  - **Total Deals:** 2,062
  - **Data Fields:** Date, Year, Startup Name, Industry Vertical, Subvertical, City, Investor(s), Investment Type, Amount in USD, Remarks
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## 2. Top Industries by Total Investment

The top industries that attracted the highest capital over six years were:

Rank	Industry	Total Investment (USD)
1	Consumer Internet	6.25B
2	eCommerce	5.00B
3	Transportation	3.92B
4	Technology	2.23B
5	Finance	1.97B

These sectors indicate investor focus on scalable digital platforms and services.

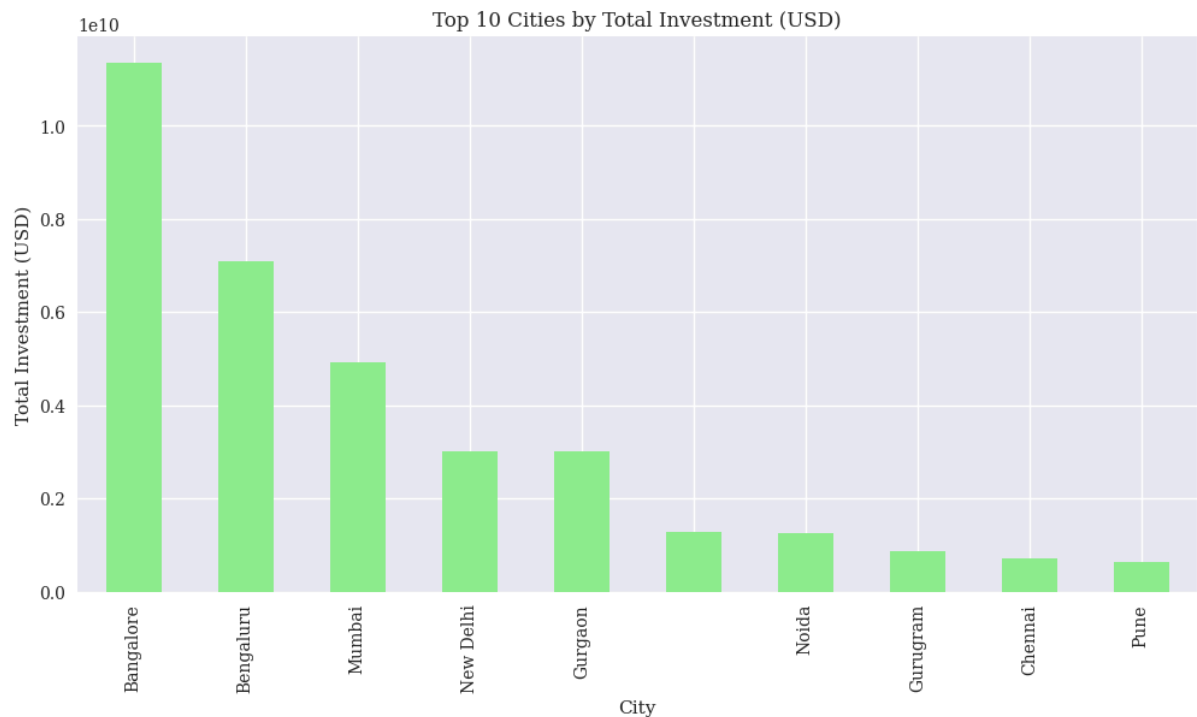


### 3. City-Wise Investment Distribution

India's major startup hubs by total investment were:

Rank	City	Total Investment (USD)
1	Bengaluru	18.44B
2	Mumbai	4.91B
3	New Delhi	3.02B
4	Gurgaon	3.01B
5	Noida	1.26B

*Note: Bengaluru values include both "Bangalore" and "Bengaluru" entries consolidated.*

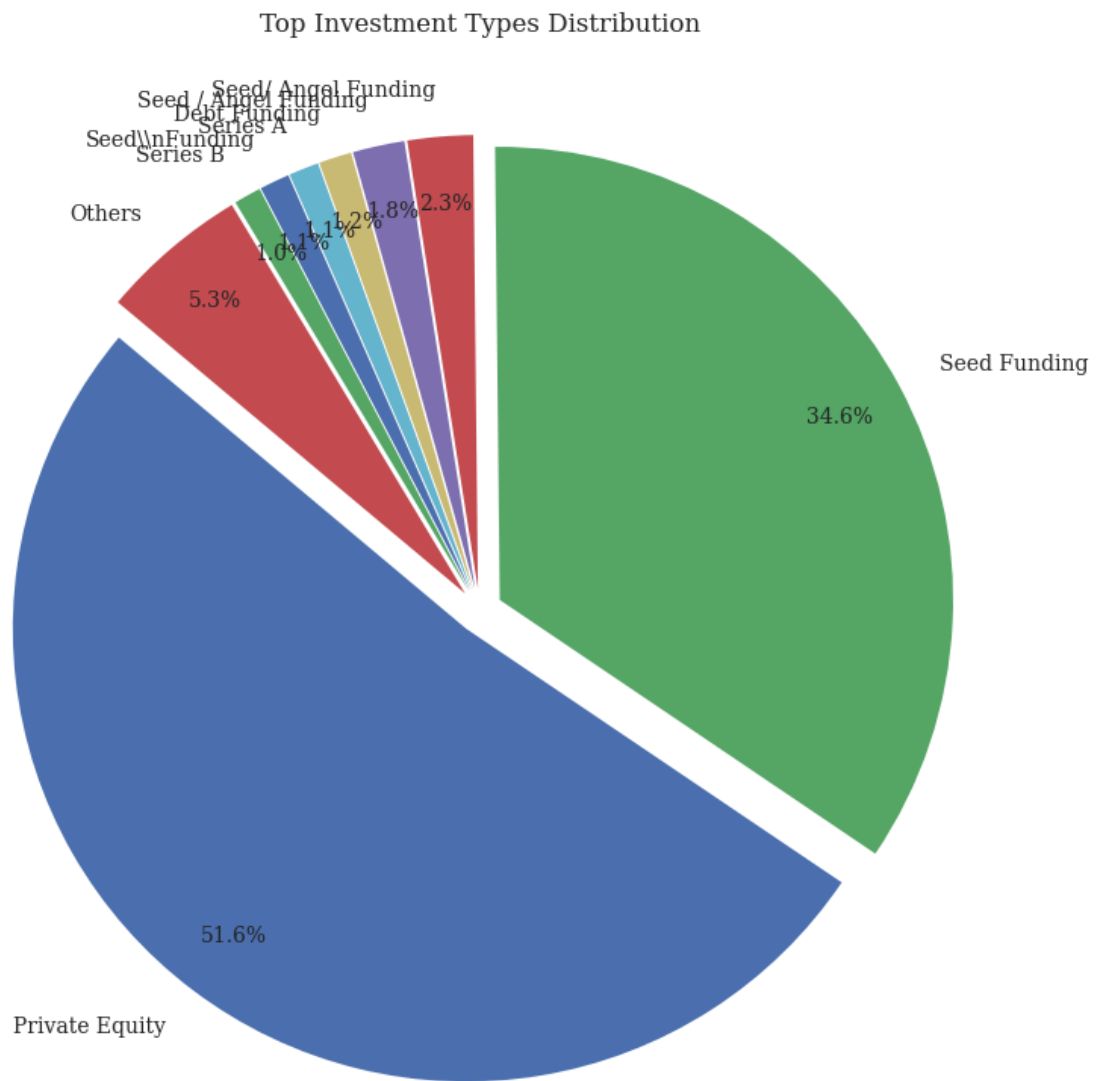


#### 4. Investment Type Distribution

The most common funding stages were:

- **Private Equity:** 1,065 deals
- **Seed Funding:** 714 deals
- **Series A to D:** ~100 deals combined
- **Others (Debt, Angel, etc.):** 109 deals

This reflects a high volume of early-stage investment.



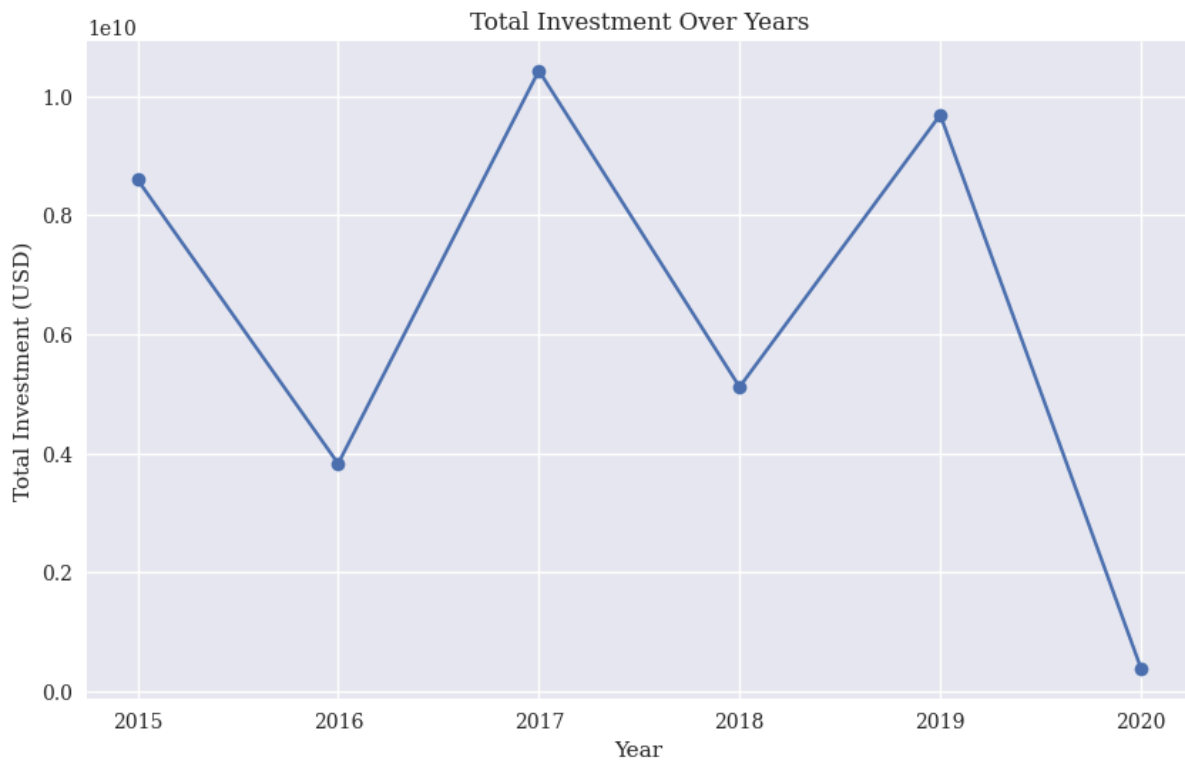
## 5. Investment Trend Over Years

Total capital invested and deal counts over the years:

Year	Total Investment (USD)	Number of Deals
2015	8.6B	645
2016	3.83B	586
2017	10.43B	456
2018	5.12B	264

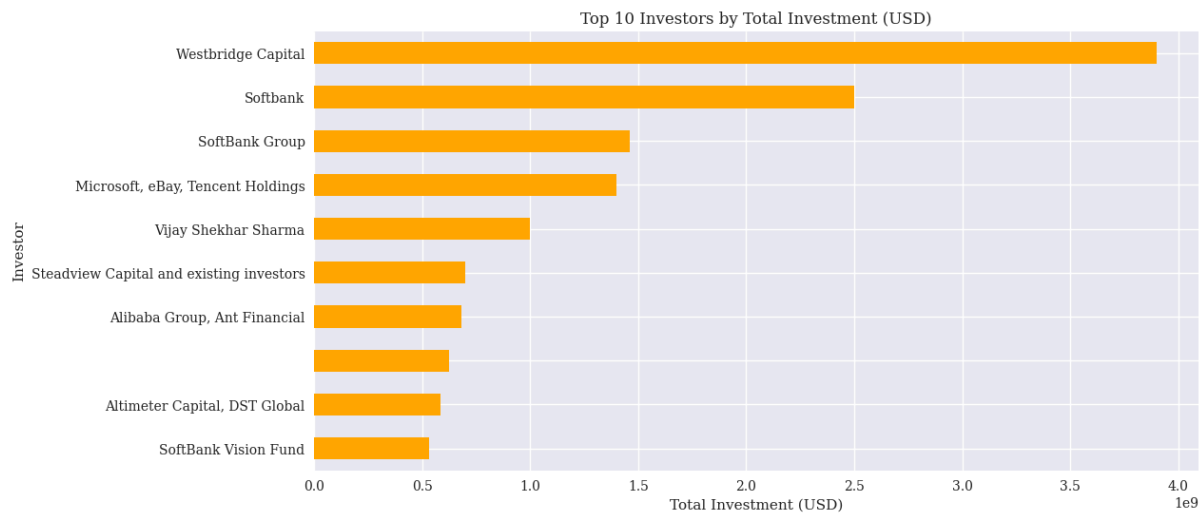
2019	9.69B	104
2020	0.39B	7

There was a notable peak in 2017 and sharp drop in 2020 due to the global COVID-19 pandemic.



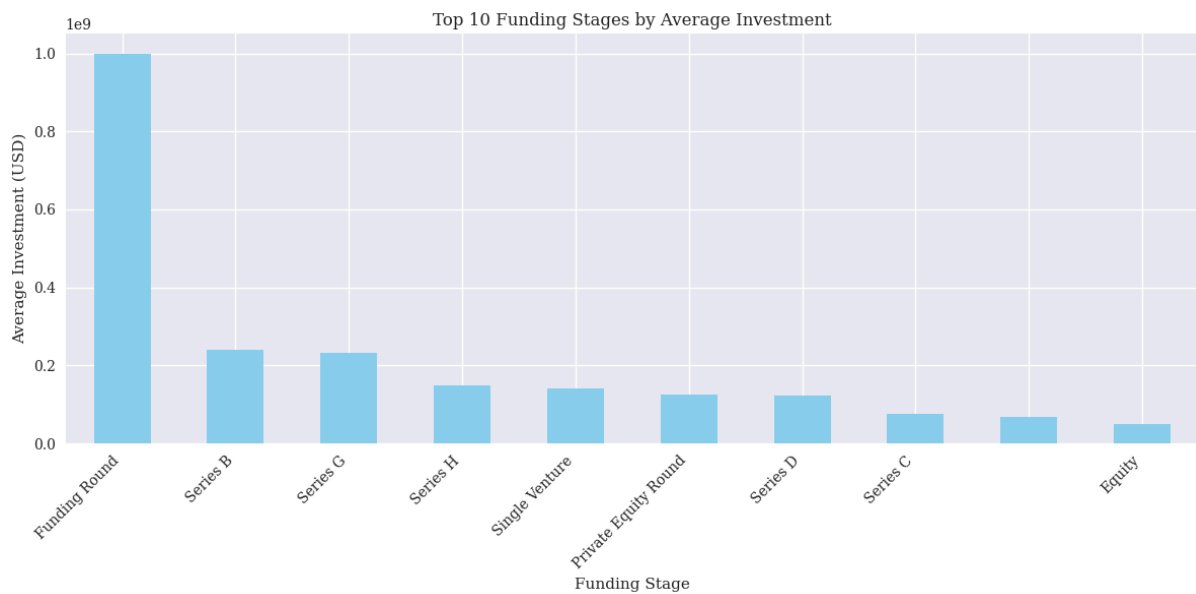
## 6. Top Investors by Total Capital Deployed

Rank	Investor	Total Investment (USD)
1	Westbridge Capital	3.9B
2	Softbank	2.5B
3	SoftBank Group	1.46B
4	Microsoft, eBay, Tencent Holdings	1.4B
5	Vijay Shekhar Sharma	1.0B



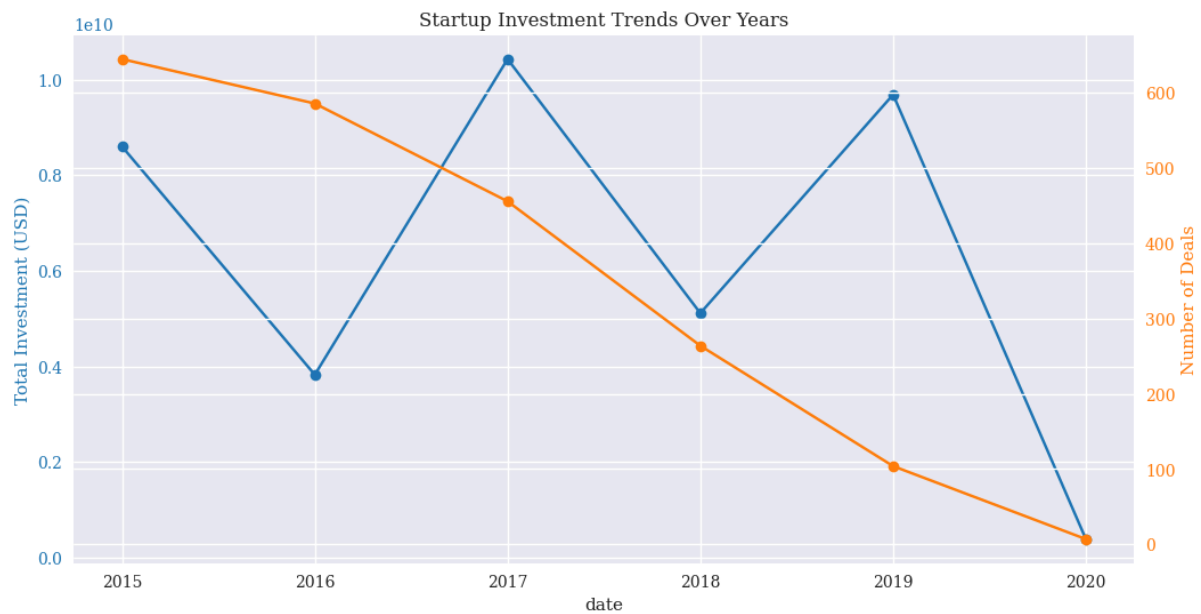
## 7. Average Deal Sizes by Funding Stage

Funding Stage	Avg. Investment (USD)
Funding Round	1.0B
Series B	240M
Series G	231M
Series H	150M
Series D	123M



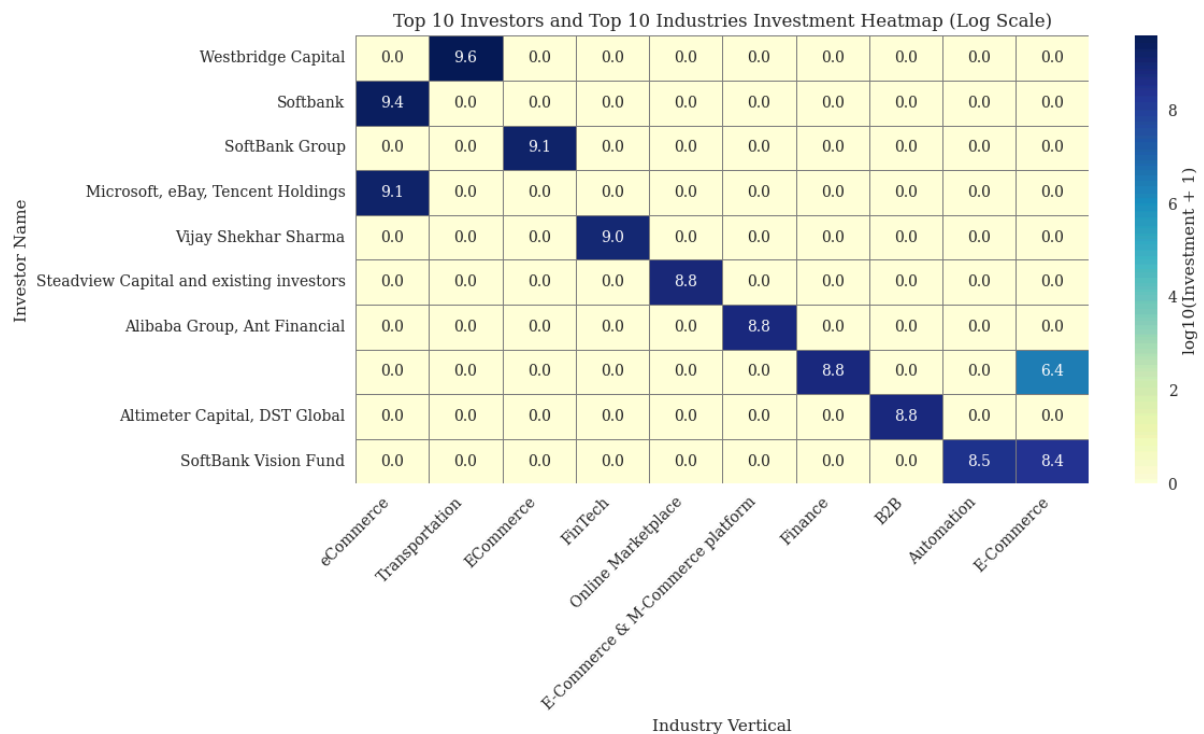
## 8. Top Industries by Average Deal Size

Industry	Avg. Investment (USD)
Transportation	979M
E-Commerce & M-Commerce Platform	680M
Ecommerce Marketplace	500M
Online Marketplace	350M
B2B	294M



## 9. Investor-Industry Heatmap

A log-scale heatmap was created to show the concentration of investments by top 10 investors across top 10 industries. Westbridge Capital and Softbank dominated in Transportation and eCommerce.



## 10. Key Insights

- Bengaluru was the undisputed startup capital.
- Consumer Internet and eCommerce remained dominant.
- Investment peaked in 2017 and was sharply affected by the pandemic.
- Westbridge and Softbank were most aggressive in funding.
- Seed and Private Equity dominated in volume.

## Conclusion

This project offers valuable retrospective insights into India's evolving startup funding landscape. It is useful for researchers, analysts, and ecosystem stakeholders to understand where capital flowed historically, and which patterns remain relevant in current trends. It also demonstrates data analytics skills through data cleaning, aggregation, visualization, and storytelling.



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**Tools Used:** Python, Pandas, Matplotlib, Seaborn