

Contact

www.linkedin.com/in/anupammittal007 (LinkedIn)
www.people-group.com (Company)
www.shaadi.com/ (Company)

Top Skills

Entrepreneurship
Online Advertising
E-commerce

Anupam Mittal

Founder & CEO @ People Group | Tech & D2C Builder & Investor
@Shark Tank India
Mumbai, Maharashtra, India

Summary

With over 20 years of experience as a tech entrepreneur and investor, I have built and scaled several successful companies and brands in the tech and D2C sectors, such as Shaadi.com, Makaan.com, and Mauj Mobile. I am the Founder & CEO of People Group, a well-renowned operator and investor in tech and D2C companies, including @Shaadi.com, the world's leading matchmaking company.

My mission is to create value and impact through innovation, technology, and customer-centricity. I am passionate about exploring new opportunities, supporting founders, and challenging the status-quo. I am also a Shark at Shark Tank India, where I invest in and mentor aspiring entrepreneurs. I have invested in over 200 tech and brand startups, ranging from Ola, Druva, Rupeek, Animall, Agnikul, FarEye, NxtWave, Quizzez, and several D2C companies like Skippi, Hair Originals, Zillionaire, & Whatsup Wellness. I am always looking for talented and driven people to join our team and our portfolio. You can reach out to me on Twitter @anupammittal or Instagram @anupammittal.me.

Experience

Shaadi.com

Founder

October 2003 - Present (22 years 4 months)

Mumbai, Maharashtra, India

The World's Leading Matchmaking Company, Shaadi.com is one of the few brands from India that are globally renowned

People Group

Founder & CEO

December 2001 - Present (24 years 2 months)

Mumbai Metropolitan Region

People Group is a well-renowned operator & investor in tech & D2C companies. The group has built several brands such as Shaadi.com, Makaan.com and Mauj Mobile. It is also known as one of the most prolific & founder friendly early-stage investors in India having made over 200 investments since 2011 in companies as varied as Ola, Druva, Rupeek, Animall, Agnikul, FarEye, NxtWave, Quizzex and several D2C companies

Mauj Mobile

Founder & MD

December 2006 - November 2020 (14 years)

South Mumbai, Maharashtra, India

India's earliest mobile gaming company, Mauj Mobile was a well known company globally and recognized as a key player in the early VAS ecosystem in India which later morphed into the mobile entertainment business

makaan.com

Founder & MD

March 2007 - April 2015 (8 years 2 months)

Gurugram, Haryana, India

Makaan.com is a leading property marketplace in India. We merged the company with PropTiger & successfully exited it to REA Group, a NewsCorp company.

Interactive Avenues

Founding Director

January 2007 - March 2012 (5 years 3 months)

Funded, mentored & successfully sold India's largest digital ad agency to IPG in the biggest digital agency transaction in India.

MicroStrategy

Product Manager

1998 - 2002 (4 years)

Education

Boston College

Business/Commerce, General · (1994 - 1997)