

## Contact

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anupammittal007 \(LinkedIn\)](https://www.linkedin.com/in/anupammittal007)  
[www.people-group.com \(Company\)](http://www.people-group.com)  
[www.shaadi.com/ \(Company\)](http://www.shaadi.com/)

## 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.

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## 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, Quizzez 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)

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## Education

### Boston College

Business/Commerce, General · (1994 - 1997)