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**ASSIGNMENT 1 PART 1 - OVERVIEW OF BASIC MODELS OF ANY 5 UNICORNS IN INDIA**

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**UNICORNS:**

Unicorns are start up companies that are valued over 1$ billion in the market (either by public or by private investment). India’s contribution of unicorns to the world has been on a significant rise since the last decade and has especially peaked in the years 2016-2018.

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**LIST OF 5 UNICORN STARTUPS IN INDIA:**

* Flipkart: valued at 20.8$ billion as of May, 2018.
* Paytm: valued at 10.0$ billion as of January, 2018.
* OYO: valued at 5.0$ billion as of September, 2018.
* Ola Cabs: valued at 4.3$ billion as of September, 2018.
* Hike Messenger: valued at 1.4$ billion as of August, 2016.

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**FLIPKART:**

Based in Bengaluru, India, Flipkart Pvt. Ltd. is an online shopping store selling a wide range of categories of products - electronics, fashion, daily lifestyle items and the like. In 2017, Flipkart contributed to 39.5% of India’s e-commerce industry and primarily competes with other marketing giants and similar online shopping companies - Snapdeal, which is its immediate domestic competitor and Amazon, which is both a domestic and global threat to Flipkart’s competence and expansion probability. This is how their business model works:

1. List of products and sellers are displayed..
2. Customers browse through the available list of products
3. Display of attractive discounts, if any.
4. Product chosen by the customer is shipped to them by the seller.
5. Seller receives the payment minus the charges applied by Flipkart for the services they offer to the seller.
6. Customer receives the product charged at either its actual price or price minus discount, along with additional shipping charges.

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**PAYTM:**

Paytm is an online payment system company wherein the user owns an account containing a fixed balance (Paytm wallet, recognised by RBI) which he can use to pay for commodities that recognise and accept paytm payments so that payments can be done using phones without the use of hard cash or credit/debit cards. Their business model is as follows:

1. Bill Payments: Cash transactions done by the user.
2. Through partnerships or sellers: Paytm has tie-ups with various other organisations that pay it in exchange of promotion or advertising on Paytm’s platform.
3. Store: Paytm allows you to buy books, electronics etc though it is not as extensive as exclusive online shopping stores.
4. Paytm Wallet: Paytm offer payment solutions for enterprises charging commission of 1.9% at every transaction.
5. Recharge & bill services: Being among the first online recharge providers, Paytm covers all mobile operators, dish operators, data-card providers etc. Moreover, it enabled bill payments of TV subscriptions, mobile postpaid numbers, electricity, water etc.

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**OYO:**

OYO is India’s budget room/lodge service offering compact rooms at affordable prices for basic accommodation services. In late 2017, OYO launched OYO Home, an Airbnb-like marketplace for short-term managed rentals. OYO Home has presence in more than 10 leisure destinations of India including Goa, Shimla, Pondicherry, Udaipur, Kerala etc. In April 2018, OYO launched its first international OYO Home in Dubai. Their business model is as follows:

1. A section of any particular hotel’s inventory is booked beforehand and these hotel rooms are organised under their brand name “OYO Rooms”.
2. These partner hotels provide standardized service to customers of those rooms as decided in a contract with OYO.
3. An interface is provided to choose the city, area, dates of stay and number of residents.
4. Bookings are done through their website or app.

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**OLA CABS:**

Ola cabs is an Indian-origin cab and auto-rickshaw based transportation system/network.

How it works:

The user’s pick up location is either pinned or specified by him, after which the drop location is input. The available rides are displayed - auto-rickshaws, mini cars, premium cars, and the like. The preferred ride is chosen and booked; the price is displayed and the closest driver available is contacted by the system and booked for a ride. The details of the driver and the vehicles are displayed in detail. GPS is enabled throughout to track the user’s and the cab/auto driver’s location and estimated time of arrival.

Revenue model:

1. Ola money: Ola’s own wallet where the user can store digital currency.
2. Corporate tie-ups/Partners.
3. Peak time charge hikes in the ride’s price.
4. Varying prices based on the vehicle type.
5. Commission from trips being served on their platform.
6. Ola Store (grocery deliveries) and Ola Cafe (food deliveries).
7. Some in-cab advertisements.

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**HIKE MESSENGER:**

Hike messenger is an Indian messaging and social platform that lets users use text and graphical media for communication with contacts via messaging - stickers, emoticons, images, video and audio files, voice messages, contacts and user location. In August 2016, Hike reached the valuation of $1.4 Billion and became the youngest startup to reach unicorn status having achieved it in just 3.7 years after launch. This is their business model:

1. Income from advertisements - on social media platforms, TV, newspapers.
2. Dedicated servers for hike.
3. Free SMS that can be sent from message centres.
4. Provision of free talk time upon inviting someone to install and join Hike.
5. Provision of free SMS upon the invited person actually joining the platform after your invite.

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**-SAKSHI SHETTY**

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