

Shark Tank India: Funding & Founder Insights Report

1. Industry-wise Investor Trends

This analysis shows how investors distribute funding across industries in Shark Tank India, highlighting the most attractive sectors and investor preferences.

Top Funded Industries:

- Consumer Goods
- Food & Beverage
- Health & Wellness
- Technology
- Fashion & Lifestyle

Investor Preferences:

- Anupam Mittal – Focuses on tech and consumer products.
- Namita Thapar – Invests in health & wellness.
- Aman Gupta – Prefers lifestyle and fitness.
- Vineeta Singh – Active in beauty and personal care.
- Peyush Bansal – Tech-driven startups.

Bar Chart Explanation:

X-axis: Industries

Y-axis: Total Funding (■ crore)

Each bar represents total investments per sector.

2. Founder Success Pattern Summary

This section explores how team size, gender composition, and experience affect the likelihood of receiving investments.

Solo vs Team Founders:

Teams of 2–3 founders show higher success ($\approx 70\%$) compared to solo founders.

Gender Composition:

Mixed-gender teams receive more deals and higher valuations. All-male teams are more common but less successful per pitch.

Founder Experience:

Experienced or domain-expert founders are more likely to secure deals.

Chart Explanation:

X-axis: Team Size or Gender Combination

Y-axis: Success Rate (%) or Number of Deals

The height of each bar shows relative success rates.

Conclusion

Investors prefer industries with mass-market potential and tech integration. Startups with diverse, skilled, and experienced teams are more successful, proving that innovation and teamwork drive investor confidence.