



# 2025 RISING INDIA

Inspiring Journeys of Indian Entrepreneurs





## **Shyam Naga**

Viestories

“

As the convener of this initiative, it is my honour to present Rising India, a yearbook celebrating startups creating a ripple effect in India's ecosystem and gaining global recognition. At Viestories, we aim to celebrate entrepreneurial journeys that inspire and drive innovation.

India's thriving startups are setting benchmarks globally, fueling growth with bold ideas and transformative solutions. By sharing their stories, we hope to foster a culture of innovation and opportunity for future changemakers.

This yearbook, featuring lots of stories and insightful statistics, reflects our dedication to showcasing the entrepreneurial spirit shaping India's progress.

I invite you to explore Rising India and discover the remarkable journeys inspiring the nation and beyond.

”



## Gaurav Sharma

CEO, ACIC VGU Foundation

“

It is a privilege to contribute to Rising India, a publication that celebrates the entrepreneurial spirit and transformative journeys shaping India's future.

At ACIC VGU Foundation, we are proud to be part of this dynamic ecosystem. Based in Rajasthan, we witness startups innovating across industries, from agritech addressing rural challenges to fintech and sustainability solutions driving progress.

Rajasthan's vibrant entrepreneurial landscape reflects a seamless blend of tradition and innovation.

With over 100 startups supported through grants, funding, mentoring, and capacity—building programs, we are fostering not just business growth but a shift in mindsets. where challenges become opportunities and rural India emerges as a hub of impactful solutions.

Viestories and its initiative to document these incredible journeys is both timely and inspiring. Congratulations to the Viestories team for creating a yearbook that will ignite ambition and inspire the next generation of innovators.

”



## Jagdish Kumawat

Founder & CEO, The Sales Masters

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It is truly an honor to contribute to Rising India, a publication that captures the indomitable spirit of entrepreneurship and showcases the transformational journeys fueling India's growth story.

At The Sales Masters, we believe that every great business is built on the foundation of exceptional salesmanship. As enablers of sales excellence, we have had the privilege of working with organizations across industries, helping them transform customer experiences, refine strategies, and unlock their true potential.

India's startups are breaking barriers and redefining industries, and it is inspiring to witness how strategic sales capabilities are playing a crucial role in their success stories.

Viestories's Rising India highlights the resilience of entrepreneurs, inspiring countless others to take bold strides toward their dreams.

I extend my heartfelt congratulations to the Viestories team for curating this incredible initiative. May this publication serve as a guiding light for those committed to shaping the future of India.

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## **Gaurav Kumawat**

Co-Founder - Viestories

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In 2020, a vision turned into reality—capturing the inspiring journeys of startups and businesses shaping India's growth. The remarkable rise of unicorns fueled this mission, motivating Viestories to share impactful stories of innovation and resilience.

Today, India's startup ecosystem is flourishing, with unicorns serving as pillars of inspiration, paving the way for new ventures to scale and succeed. Viestories proudly celebrates this dynamic landscape, having covered over 1,000 success stories and conducted insightful interviews with leaders driving change across diverse industries.

This yearbook is a heartfelt tribute to the entrepreneurial spirit that defines India's progress. Curated with passion and dedication, it offers a glimpse into the transformative journeys that continue to inspire. I invite you to explore these pages and discover the stories that illuminate India's path to prosperity.

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## Executive Summary

This yearbook explores diverse industries covered by Viestories, unfolding inspiring stories of innovation and growth. India's industries are transforming rapidly, powered by technology, sustainability, and entrepreneurial vision. From AI-driven Food Tech and precision-led Agritech to electric mobility and scalable SaaS solutions, sectors are redefining possibilities.

Sustainability and CleanTech drive eco-friendly progress, while Media, HealthTech, and EdTech reshape content, healthcare, and education accessibility. E-commerce is revolutionizing retail experiences, and Logistics enhances supply chain efficiency across sectors. The Gifting industry blends tradition with modern trends, and Ayurveda gains global prominence through holistic wellness solutions.

Together, these industries reflect India's resilience, creativity, and the entrepreneurial spirit driving innovation and economic growth. Rising India celebrates these dynamic journeys, showcasing a future shaped by ingenuity, collaboration, and a commitment to progress.

# Indian Startup Landscape

India's startup culture has undergone a profound transformation in recent years. Indian startup culture has evolved from a small, niche segment to a vibrant and fast-growing ecosystem that now ranks among the largest in the world. The country has embraced a spirit of innovation, entrepreneurship and technology which is fueled by a combination of government initiatives, technological advancements and a dynamic talent pool. India's Young, tech-savvy entrepreneurs are driving this change and are capitalizing on the rise of digital technologies, increasing internet penetration and the growing accessibility of funding. Today, India is not only home to a thriving startup culture but has become a global leader in fostering innovation and creating opportunities for new businesses to flourish.



## Startup India Initiative

The Government of India launched a flagship program named the Startup India Initiative on January 16, 2016. The initiative is aimed at fostering innovation, supporting entrepreneurs, and creating a strong startup ecosystem. Its goal is to transform India into a nation of job creators rather than job seekers, by encouraging startups across various sectors like agriculture, healthcare, education, and more. It is managed by the Department for Promotion of Industry and Internal Trade (DPIIT). It includes various programs to support startups, with a focus on expanding opportunities to tier 2 and tier 3 cities, as well as rural areas.

## Key Statistics about the Startup Ecosystem of India:

- India has over **158,633 startups** across **763 districts** as of 2024
- There are **118 unicorns** (companies valued at over \$1 billion) with a combined valuation of **USD 354 billion**
- The startup ecosystem is growing at an annual rate of **12-15%**
- Startups created over **1.3 million jobs** as of 2024, with significant employment in **tier 2 and tier 3 cities**
- In 2023, startups contributed **USD 140 billion** to India's GDP, nearly **4%** of the total GDP, expected to grow 10-15% in 2024-25
- India's startup ecosystem is now the **third-largest** in the world, behind the U.S. and China
- Key sectors driving growth include **fintech, e-commerce, healthtech, and edtech**
- New sectors like **GenAI, gaming, and data analytics** are emerging as opportunities

Despite the impressive growth of India's startup ecosystem, several challenges still hinder its progress. Access to financing, especially for early-stage startups, remains a major challenge. Regulatory issues, like complex labor laws and taxes also create obstacles for businesses. Attracting foreign investment is one of the challenges for startups, as startups need to build credibility, understand global markets and make strong pitches. These challenges emphasize the need for continued support and improvements to ensure the long-term success of India's startup ecosystem.

In the meanwhile, India's startup ecosystem is flourishing, driven by a combination of government support, technological advancements, a talented workforce and increasing investment. With over 158,000 startups recognized by the government in 2024, India is poised to continue its trajectory as a leading global hub for innovation. The ecosystem's growth is expected to contribute significantly to the country's economy, job creation and technological advancements, which is making India a crucial player on the world stage.



## Introduction to the Report

Rising India celebrates the extraordinary entrepreneurial journey of the nation, showcasing the evolution of its startup and SME ecosystem into the world's third-largest. Led by young, innovative minds, India has become a hub of creativity and growth, transforming into a nation of job creators.

This yearbook highlights inspiring stories across diverse industries, capturing the dynamic synergy between entrepreneurial ambition and a thriving startup ecosystem. With data-backed insights, it reflects how innovation and collaboration are driving economic progress and expanding opportunities.

Despite challenges, India's startup landscape continues to evolve, powered by the combined efforts of entrepreneurs, investors, and stakeholders. Through meticulous curation, the Viestories team brings you real-life narratives that inspire and inform, reflecting the nation's resilience and ambition.

This yearbook is a tribute to the visionaries shaping India's future, offering an in-depth look at their transformative journeys and the vibrant ecosystem that supports them.







## **Micro, Small and Medium Enterprises (MSMEs)**

Micro, Small and Medium Enterprises (MSMEs) are vital parts of India's economy. They drive job creation, exports and manufacturing, and play a vital role in promoting economic growth, social justice and entrepreneurship. The MSME Ministry, in collaboration with various organisations, has launched initiatives to support the growth of the sector.



## Key Statistics

MSME exports are expected to rise to app. **\$150 billion** in 2024-25

The number of goods export also increased to **\$20.80 billion** in 2024-25

The Udyam Registration Portal and Udyam Assist Platform (UAP) have registered **57 million** MSMEs by 2024

The **PM Vishwakarma scheme**, launched in 2023-24, supports artisans and craftspeople

In India, MSMEs has given employment to app. **241.4 million** people in 2024

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The future of Micro, Small, and Medium Enterprises (MSMEs) in India looks bright, with a strong focus on digitalization, innovation, and technology integration. The number of exporting MSMEs is set to grow, and digital initiatives like the MSME-TEAM and Digital MSME Scheme are helping businesses embrace e-commerce and technology.



# Salasar Pipes Pvt. Ltd.

**Industrial Products**



## Divyansh Prajapati

**Founded in : 2005**

**Headquarters : Raipur, Chhattisgarh**

**Sector : Industrial Products**

Young mind making a big difference in the family business!

Divyansh Prajapati is a great example of how young professionals can bring growth and success, combining traditional knowledge with modern ideas.

The story started in 1987 when his grandfather, Dulichand Prajapati, worked as a contractor and later started manufacturing cement ventilation/grid and fencing poles. From that moment on, they never looked back.

In 1993, he started manufacturing cement mosaic tiles, checker tiles, and other cement articles under the name of "Bariwal Tiles" in the Urla industrial area. In 2003, started manufacturing hydraulic paver blocks, establishing the firm "Bariwal Pipes". In 2005, "Salasar Pipes Pvt. Ltd." was established in Siltara to manufacture fly ash bricks and PSC poles. In 2007, at Urkura Industrial area, "BR Cement Products" was established and started manufacturing designer tiles, RCC chairs & other precast products. In 2014, Formed a partnership firm called "Shri Bajrang Engineers" in Nardaha, Raipur, to make PSC poles and RCC Hume Pipes. Later, the company also started doing electrical contracting and EPC work. Their hard work paid off and soared to success, achieving a revenue of ₹7 crore.

To take this business to the next level, Divyansh joined the business after his MBA. He set out on his journey in 2022 with a vision to scale. Combining traditional knowledge with modern ideas, Divyansh's young brain helped a well-settled business to grow 10 times more within a short span and turned ₹7 Cr. revenue into ₹110 Cr.



# Sonu Enterprises

Agro - Food



ROOP LAXMI

**Ramesh Choudhary**

 **Founded in : 2021**

 **Headquarters : Jaipur, Rajasthan**

 **Sector : Agro - food**

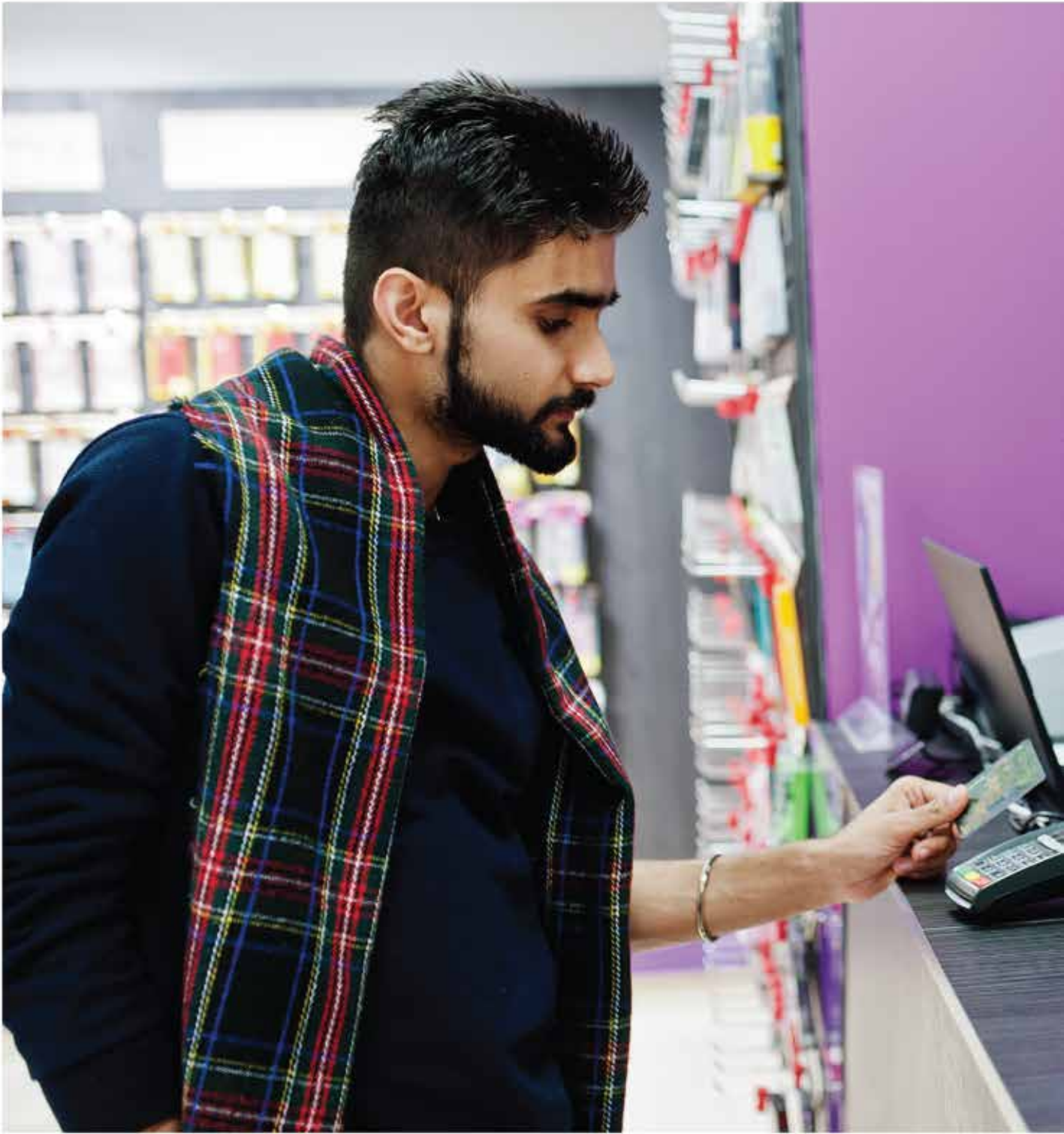


Turned a gap into ₹6Cr. Revenue. Young entrepreneur Ramesh Choudhary's different perspective highlights how young professionals can reinvent traditional business models and lead with innovation.

Noticing the widespread adulteration of food grains, the young mind saw an opportunity to create a business focused on delivering pure, high-quality flour and agricultural products.

However, it was not easy to choose this challenging path of entrepreneurship as today's generation is moving towards desk-based jobs. Additionally, to compete with the businesses that have already made a big impact.

But, Ramesh's strong desire to address the issue of adulteration inspired him to embark on his journey with a startup named Roop Laxmi. Roop Laxmi is an agro-food startup offering products like Atta, Besan, Maida, Dalia, and Sooji. Ramesh's dedication to quality and customer satisfaction has led him to an impressive success, with a revenue of ₹6 Cr. in the last FY.







## Consumer Services Industry

India's consumer services industry is growing rapidly. The industry includes retail, healthcare, hospitality, education, and more. It is fueled by factors such as rising affluence, better digital infrastructure, and increasing consumer spending. The country's consumer market is set to become the third-largest in the world by 2027.



## Key Statistics



India's consumer services industry reached **USD 814 billion** in **2024**



The Direct-to-Consumer (D2C) market is expected to hit **USD 100 billion** by **2025** in India



India's e-commerce sector is projected to reach **USD 350 billion** by **2030**



The customer experience management market is expected to grow from **USD 1.06 billion** in **2024** to **USD 3.3 billion** by **2031**



The healthcare market is forecasted to grow by **8%** in **2024 to 2032**

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The growth of consumer service industry of India is supported by digital transformation, with businesses using AI-driven technologies to enhance customer experience. The service sector contributes over 50% to India's GDP, and initiatives like Smart Cities and Digital India are helping to drive further growth. This sector continues to play a key role in India's economic development and job creation.

# BabyOrgano

Consumer Services



 **Founded in :** 2020  
 **Headquarters :** Ahmedabad, Gujarat  
 **Sector :** Consumer Services



**Riddhi Sharma**

**Ripul Sharma**

The entrepreneurial journey of this couple started during the parenthood of Riddhi Sharma and Ripul Sharma. As a mother, Riddhi faced challenges in providing the best possible care and protection for her newborn.

In early 2020, she realized that there is no dedicated Ayurvedic brand working on overall kids' development. Overwhelmed by conflicting information and advice, she turned to Ayurveda. She researched traditional Ayurvedic remedies and formulations and experimented with different herbs and ingredients to create safe and effective healthcare solutions for her child. The results were remarkable, and Riddhi realized that she wanted to share the benefits of Ayurveda with other parents. Thus, BabyOrgano was born.

Founded by Riddhi Sharma and Ripul Sharma, BabyOrgano is India's first dedicated Ayurvedic kids care and wellness D2C brand, offering safe, natural, and effective healthcare solutions that families can trust.

# Sondaryam

Consumer Services



Founded in : 2008



Headquarters : Jaipur, Rajasthan



Sector : Consumer Services

## Dishant Parnami



Dishant Parnami had a clear mindset of doing business since class 10th, which led him to found Sondaryam. To turn his dream into reality, he initially thought an MBA would help him achieve this dream, but sometimes destiny creates different paths to reach the destination.

During the time, Dishant tragically lost his grandfather in a car accident. Dishant overheard his father saying he'd be left alone. So, he cancelled his MBA plans, tore up his flight ticket, and joined his father in the business, taking it to new heights.

Today, Sondaryam is a leading cosmetic brand offering everything needed in the beauty industry, from hair care and skin care to makeup and more, all in one place. While others focused on the future, Dishant saw the situation as an opportunity and worked to make his parents happy.

# Earth Rhythm

## Consumer Services



Efficacy. Inclusivity. Sustainability.



**Harini Sivakumar**

**Founded in :** 2020

**Headquarters :** Gurugram, Haryana

**Sector :** Consumer Services

It's a well-known fact that a mother can do anything for her child, and Harini Sivakumar fits this phrase perfectly. When Harini became a mother, she learned that her child was diagnosed with Down syndrome. She was taken aback by the news, so she left her banking job to care for her son's needs. She was determined to find the best possible care to help him live a better life. However, she was disappointed by the market's saturation with chemical-laden personal care items.




Out of frustration, she took matters into her own hands and conducted in-depth research on skincare formulations which led her to start her venture, Soapworks, which later became Earth Rhythm.

Earth Rhythm offers sustainable and eco-friendly skincare, haircare and personal care products. Her company became one of the first beauty brands in India to receive ECOCERT certification. Now, Harini is on a mission to innovate and provide inclusive beauty solutions for diverse skin types and needs.

# Barberaa

## Consumer Services



-  **Founded in :** 2020
-  **Headquarters :** Chennai, Tamil Nadu
-  **Sector :** Consumer Services

Best friends turned disappointing experience into business.

During the COVID-19 pandemic, founder Chirag V. faced a frustrating delay of almost 1 month without any updates when he was trying to book grooming services on Urbanclap. This experience sparked an idea in his mind.

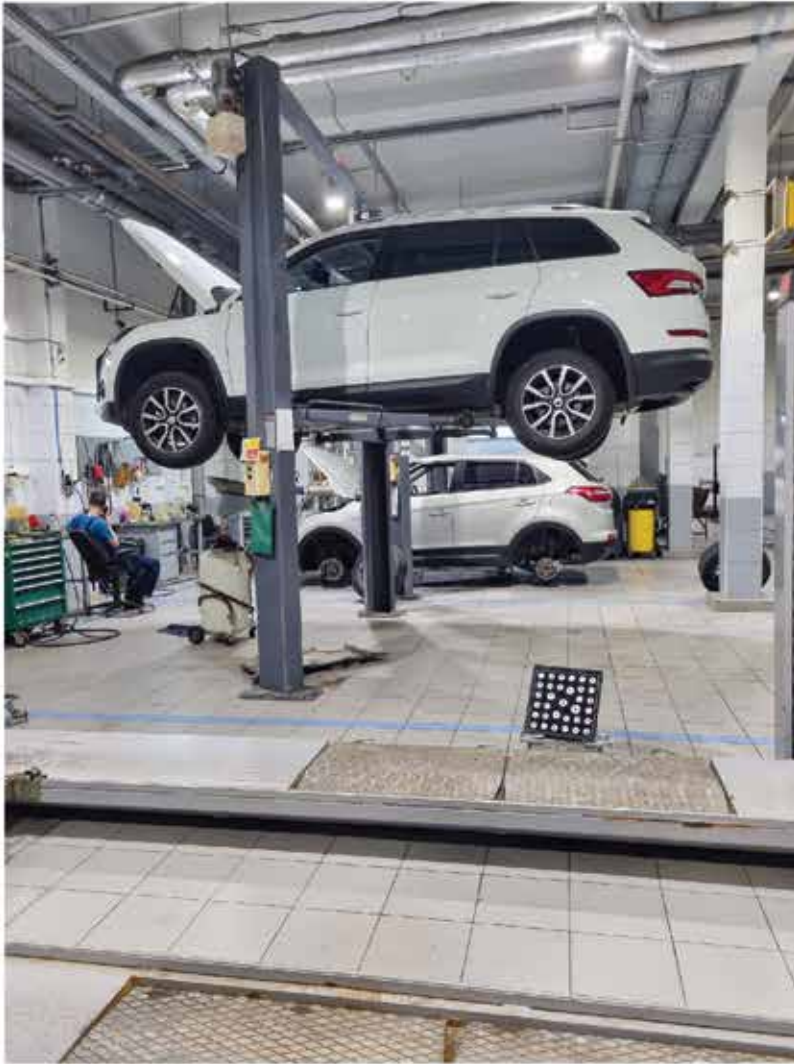
At the time, Chirag had recently graduated and was seeking employment, but this idea inspired him to transfer to the beauty and Wellness industry. Soon, Chirag shared his idea with his childhood best friend Ajay Kothari.



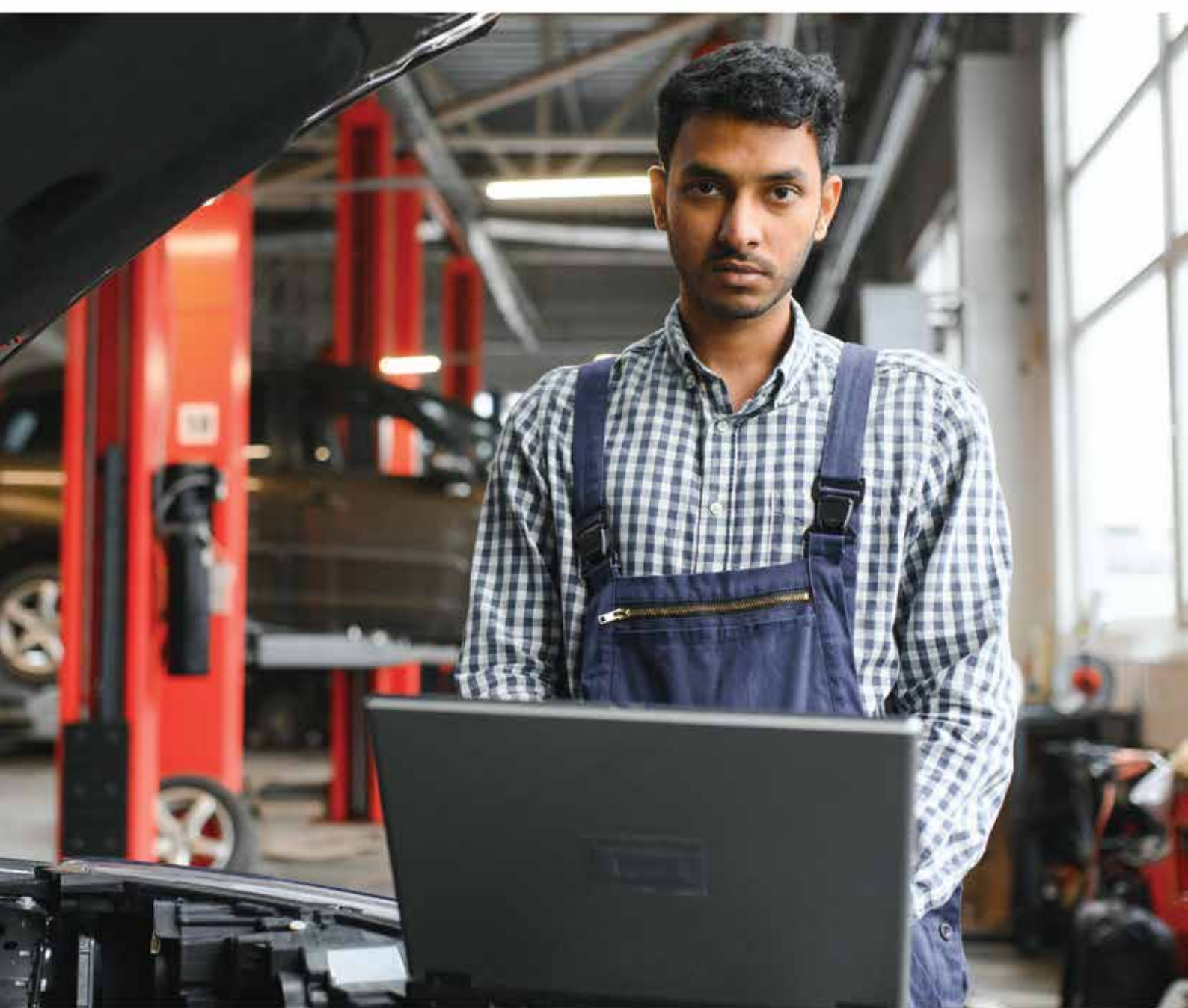
**Chirag V & Ajay Kothari**

At the time, Ajay was planning to go to the UK to pursue a master's degree. But Chirag's idea impressed him so much that he cancelled all his plans and decided to work on the idea. Friends turned into founders and launched Chennai-based Barberaa, their salon and spa startup.

This friendship to entrepreneurship journey sets an example of how your resilience, vision and efforts can lead you to success.







## **Mobility Industry**

India's mobility sector is rapidly evolving. The industry is driven by trends such as shared mobility, electric vehicles (EVs), and technological advancements. The growth of the Mobility sector of India is supported by urbanization and the shift toward sustainable transport solutions. Innovations like electric vehicles, Mobility-as-a-Service (MaaS), and AI-powered solutions are reshaping the future of transportation in the country.



## Key Statistics

The Government aims for EVs to make up **30%** of new car sales by **2030**

The shared mobility market is expected to grow from **USD 1.68 billion** in **2023** to **USD 56.4 billion** by **2030**

There are over **1,680** EV startups in India

The mobility industry is expected to generate over **50 million** jobs by **2030**

The mobility sector contributes **7.1%** to India's GDP and **49%** to its manufacturing GDP

India's electric vehicle (EV) market is projected to attract **USD 200 billion** investments in next 8-10 years

The EV sector is forecasted to grow at a CAGR of **45.5%** from 2022 to 2030, with annual sales expected to exceed **16 million** units by **2030**

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Technological innovations like Advanced Driving Assistance Systems (ADAS), Software Defined Vehicles (SDVs), and connected vehicle solutions are revolutionizing the mobility industry of India. The sector is expected to continue expanding, creating millions of jobs and contributing significantly to the country's economy and environment. The government's support, along with investments in infrastructure, is accelerating the growth of this dynamic industry.

# VehicleCare

Mobility

**VC VehicleCare**



**Arvind Verma**

 **Founded in :** 2019  
 **Headquarters :** Gurgaon, Haryana  
 **Sector :** Mobility

Selling a piece of land is just like giving away a part of heart. Meet Arvind Verma, a farmer's son, who completed his schooling in a government school in a small village in Uttar Pradesh. He moved towards engineering with the hope of doing something big.

Although he got admission to a college, his expectations were not fulfilled. Unfortunately, he couldn't even think about any other college because his father already have sold a piece of land for his engineering. While reading a Steve Jobs book, once, he wondered, "Can I start a business?"

He started his journey to inspire those who thought business was only for big people. Soon, he launched VehicleCare, a fast-growing online platform offering quick, hassle-free auto services and damage repair for individuals and businesses. Hats off to Arvind Verma who built a ₹100 Cr. worth company, despite being a small village farmer's son.

# QuicReach

Mobility



 Founded in : 2023

 Headquarters : Bengaluru, Karnataka

 Sector : Mobility



A tweet changed the whole life of Shubham Jain. Once, Shubham was relaxing on the couch, coffee in hand, and scrolling Twitter. Suddenly, he noticed: "Flight from Pune to Bangalore for ₹3,500, but cab from Bangalore to home cost ₹2,000."

After that, he asked around at the airport, and everyone agreed—cab rides were too costly. Instead of ignoring this problem, he saw it as a world of full opportunity and decided to turn this gap into business, quitting his job. Making the decision to leave his job was not easy for Shubham, but his strong desire to solve the problem and achieve something big in life inspired him to quit his job.

Furthermore, he worked day & night and developed a solution, QuicReach. QuicReach is a cab-sharing platform that offers rides to simplify airport cab bookings at over 50% lower pricing.







## Sustainability Industry

India's sustainability sector is growing rapidly. Both Businesses and the Government are taking steps to tackle environmental challenges. The country has made significant progress in reducing its environmental impact, from electrifying villages to reducing CO2 emissions and providing clean cooking fuel to millions. India's sustainability efforts span renewable energy, sustainable agriculture, waste management, and the adoption of circular economy models, all aimed at creating a cleaner, and more sustainable future.





## Key Statistics

India aims to install **450 GW** of renewable energy by **2030**

The **Electric Vehicle** sector is growing rapidly, contributing to sustainability goals

India has over **3,300** climate tech startups which are helping reduce carbon emissions and promote clean energy solutions

The Environmental, Social, and Governance (ESG) consulting market is growing at a CAGR of **7.42%** from **2022-2030**

Global green tech & sustainability market, valued at **USD 28.6 billion** in **2024**, is expected to reach **USD 134.9 billion** by **2030**

Green jobs in sectors like sustainable manufacturing, waste management, and agriculture are expected to create millions of new jobs by **2047**

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India is positioning itself as a global leader in sustainability, with its renewable energy sector expanding and a growing focus on green investments and climate tech. The future of the sector looks promising, though challenges such as skill gaps and technological infrastructure remain. However, continued government support will be crucial in unlocking the sector's full potential.

## Prakrit Foundation

### Sustainability



Dr. Sudipti Arora says, "When you align your work with your passion and purpose, even the toughest obstacles can be turned into opportunities for growth." A visit to Aandhi village in Rajasthan became a turning point in her life.

During her trip, Sudipti saw issues with waste management, water cleanliness, and a lack of awareness in the community. She realized that science and technology couldn't reach the grassroots level and believed scientists should work directly with communities. In 2021, she founded Prakrit Foundation, impacting over 10,000 lives with sustainable waste management and clean water initiatives.

**Dr. Sudipti Arora**

**Founded in :** 2021  
**Headquarters :** Jaipur, Rajasthan  
**Sector :** Sustainability

Working with industries and corporates, Sudipti saw the rising need for ESG (Environmental, Social, and Governance) practices. This inspired her to launch Prakrit Innovations, a startup focused on eco-friendly solutions, energy efficiency, and waste reduction for businesses. Sudipti faced challenges in raising awareness, building trust, educating on ESG, and many more. Yet, her efforts turned these obstacles into opportunities, driving positive change in sustainability.

### DIY COMPOSTING KIT

Start your sustainability journey with our easy-to-use composting kit! Enjoy the benefits of nutrient-rich compost while receiving free consultancy to help you along the way.



# Sutrakaar

**Sustainability**

*sutrakaar*  
weaving | sustainable | future

 **Founded in :** 2017

 **Headquarters :** Jaipur, Rajasthan

 **Sector :** Sustainability

**Neerja Palisetty**

Childhood dream turned into business. Neerja Palisetty a female founder of Sutrakaar Creations. In her childhood, Neerja decided to create something of her own. She comes from a family of weavers who have been working in this field for 400 years.

Neerja's aspiration to establish her own studio in the same field motivated her to complete her studies, jobs and academics in the textiles and clothing industry. With 17 years of experience, the time had come to turn vision into reality. However, every success story has its challenges.

At first, it was hard to find Weaver, and later, she had an accident that kept her in bed for two months. But with the help of her employees and a strong will, she kept her business going. Sutrakaar Creations is a brand of handcrafted items made from magazines, newspapers, flyers, notebooks, and cardboard boxes to make the world a more beautiful place.







## CleanTech Industry

The CleanTech industry in India is growing rapidly. The country is becoming a global leader in developing sustainable energy solutions. The CleanTech sector of India focuses on six key areas: renewable energy, energy efficiency, green transportation, water and wastewater treatment, air quality control, and solid waste management. Renewable energy, in particular plays a central role in this transformation.



## Key Statistics

The country aims to achieve a **net-zero** carbon economy by 2070

India plans to invest more than **USD 360 billion** in renewable energy and infrastructure by 2030

India has invested over **Rs. 5.2 lakh crore (USD 70 billion)** in its renewable energy sector since 2014

India is increasing its use of **renewable energy sources** like wind and solar, and electric vehicles (EVs) are also on the rise

The CleanTech sector is creating millions of jobs, especially in solar, wind, and **renewable energy** industries

India is focusing on **domestic production** of solar panels and wind turbines to reduce reliance on imports

The **Pradhan Mantri Suryodaya Yojana** initiative promotes solar power generation and aims to improve electricity access for millions of households

There are over **3,000 Clean tech startups** active in India as of 2024

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As India's CleanTech ecosystem continues to expand, it is not only creating economic opportunities and jobs but also positioning the country to lead the global transition to sustainable energy while reducing its carbon footprint.

# *Bijson Innovations*

**CleanTech**



**Amit Kumar Jain**

 **Founded in :** 2015  
 **Headquarters :** Jaipur, Rajasthan  
 **Sector :** CleanTech

Amit Kumar Jain moved to Bangalore from Jaipur, to study Manufacturing Science. However, after just three months, due to lack of interest, he decided to leave the course and join his father's business.

Amit started partnering with colleges and universities to better understand the use of biomass and biogas, as his father had started a biomass briquettes company. Amit later won an award for developing the clean biomass cook stove, which inspired him to embark on his entrepreneurial journey.

In 2015, he founded Bijson Innovations to provide biotechnology solutions for waste management. Today, Bijson Innovations is an emerging leader in waste management and clean energy. It focuses on research, development, design, and production of renewable energy equipment, particularly for biomass energy. Amit says that effective waste management begins at the source of waste. He believes that without difficulties, one can't truly understand the value of success.





*WeVOIS Labs Pvt. Ltd.***Cleantech**

**Abhinav Shekhar  
Vashistha**

**Abhishek  
Gupta**

**Founded in :** 2018  
**Headquarters :** Jaipur, Rajasthan  
**Sector :** Cleantech

From waste to ₹220 Cr. worth company. Abhishek Gupta saw a person urinating on the wall, despite the toilet being available. He was surprised to see that many people were still unaware of proper cleanliness and sanitation. He discussed this problem with his college friend Abhinav Shekhar Vashistha.



They also found that India generates 62 million tons of waste annually, with 70% collected, 12 million processed, and 31 million in landfills. Their innovative mind came up with a business idea. In 2018, Abhishek and Abhinav launched the solution WeVOIS Labs Pvt. Ltd.

WeVOIS Labs: An IoT app for waste collection, offering route optimization, live vehicle tracking, and informs collection times. Initially, they encountered challenges, such as a worker strike on their first day of waste collection. But their efforts paid off. Now, this ₹220 Cr. worth company is serving +3 million people across +15 cities and managing 1200 tons of daily waste.





## Software-as-a-Service (SaaS) Industry

India's Software-as-a-Service (SaaS) industry is experiencing rapid growth. The industry is driven by advancements in AI technologies like machine learning and natural language processing. These innovations are making SaaS products more intuitive and capable of automating complex tasks. Additionally, India's large pool of skilled engineers and cost-effective talent are helping SaaS companies scale efficiently. The growing demand from small and medium businesses (SMBs) for SaaS solutions is also driving the sector's expansion.



## Key Statistics

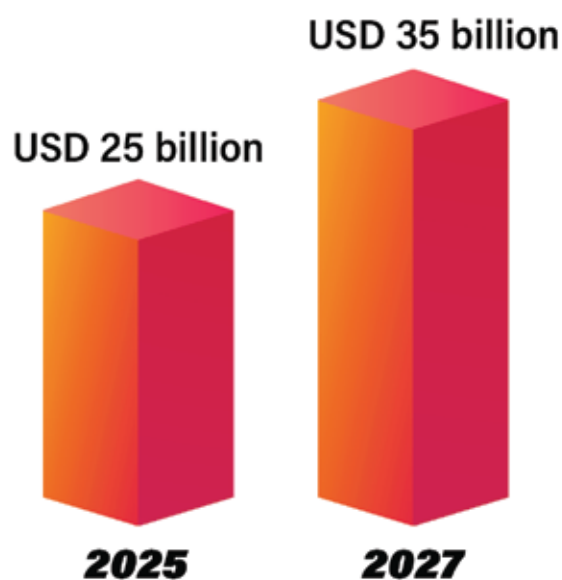
Over **22.1k** SaaS startups are operating in India

The Indian SaaS market is the second-largest globally, after the U.S

It is projected to grow to **USD 25 billion** by **2025** and **USD 35 billion** by **2027**

The SaaS sector attracted **USD 2.1 billion** in new venture funding in **2024**

The industry is expected to create nearly half a million jobs by **2030**



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Emerging sectors like wealth-tech and industrial software are expected to play a significant role in this growth. The rise of mobile-friendly cloud software, fueled by India's smartphone revolution, is further accelerating the sector's development, which is positioning India as a leader in the global SaaS market.




# Prosperr.io

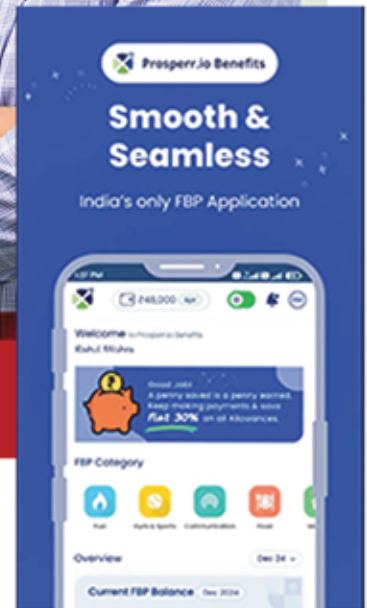
**SAAS**



**Dev Kumar**

**Manas Gond**

 **Founded in :** 2022  
 **Headquaters :** Bengaluru, Karnataka  
 **Sector :** SAAS



In the dynamic tech landscape, Manas Gond and Dev Kumar identified a growing need for a streamlined solution to address India's complex tax regulations. Recognizing this opportunity, they founded the AI-powered Fintech SaaS platform Prosperr.io in 2022 in Bangalore.

Prosperr.io acts as a financial and tax partner for individuals, simplifying income tax management. Their core products are Super Saver and Prosperr-FBP. Super Saver facilitates efficient tax planning, while Prosperr-FBP enables employers to offer non-taxable allowances to their employees as flexible benefits.

Leveraging a robust AI engine, Prosperr.io analyzes invoices and transactions, ensuring users confidently claim legitimate tax benefits, maximizing their savings and minimizing their tax liabilities. This innovative approach positions Prosperr.io as a fintech leader, revolutionizing tax management.

# CodeMate®

SAAS

**CodeMate®.ai**

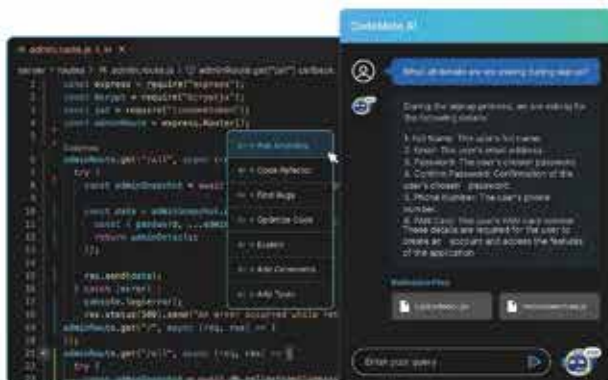
Most people have their passion, and some of them convert this into business. Young entrepreneur Ayush Singhal also converted his passion into entrepreneurship.

Ayush has a deep passion for developing software and creating products that can make a difference in the lives of people. During his college years, Ayush participated in hackathons, and this time, he realized that, as a developer, he disliked writing documents and adding comments. His innovative mind started creating a solution; he relentlessly worked and soon developed a solution, CodeMate®.

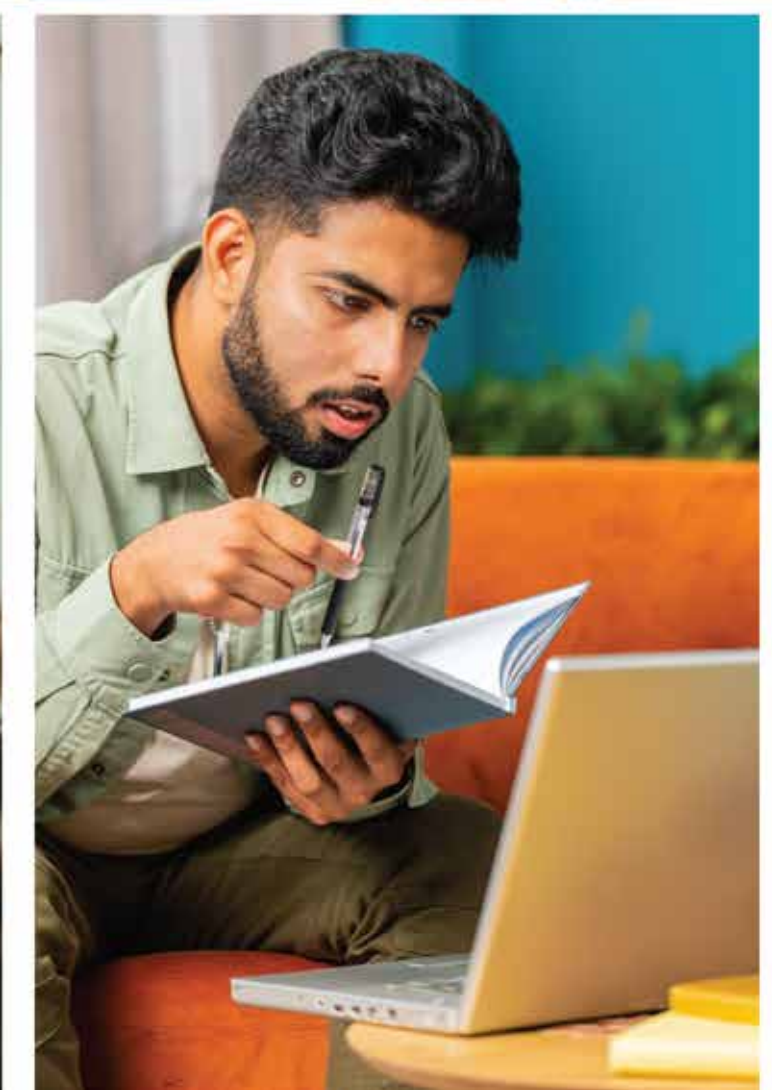
CodeMate® a developer tool that fixes errors within seconds and enhances programming productivity by 10X, offering debugging, reviewing, and optimizing code with just one click. Ayush's entrepreneurial journey is on the path to success, with a growing number of over 50,000 developers currently using their solution.



**Ayush Singhal**



**Founded in :** 2022  
**Headquarters :** Noida, Uttar Pradesh  
**Sector :** SAAS



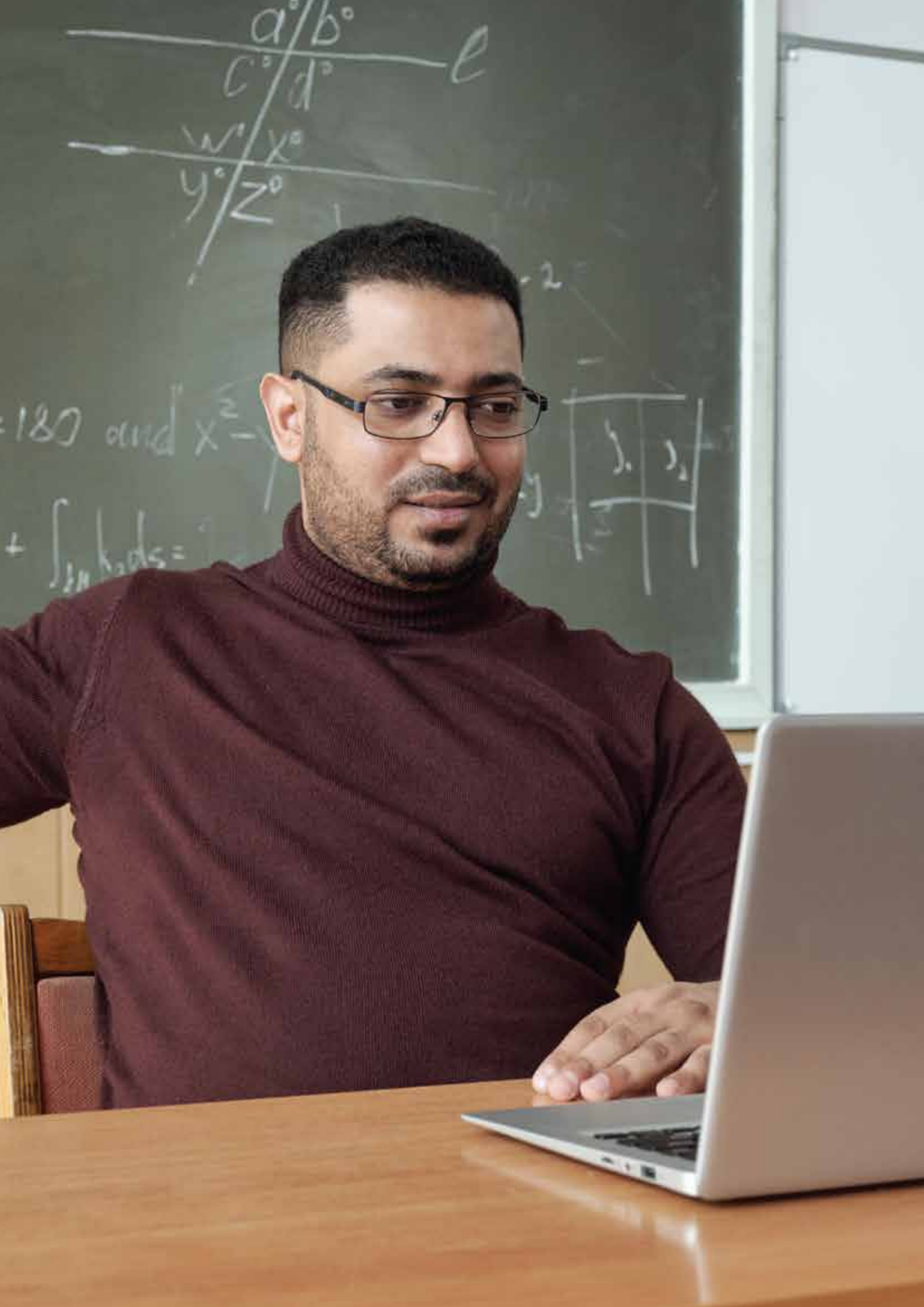




## Edtech Industry

India's EdTech industry is growing rapidly. The growth of Edtech in India is driven by increasing internet access, digital literacy, and the use of smart devices. The sector is reshaping education by making learning more accessible, affordable, and personalized.

Key trends such as the rise of online learning, professional upskilling programs, the integration of generative AI, and hybrid learning models are fueling this growth.



## *Key Statistics*

EdTech market is expected to reach: **USD 29 billion by 2030**

EdTech market is growing at a CAGR of: **25.8%**

Number of EdTech startups in India: **4,450**

Number of expected users to join EdTech sector by 2030: **Over 100 million**

Government supports for EdTech for growth: **100% FDI**

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EdTech is also playing a significant role in creating jobs, improving skills, and bridging the education gap between urban and rural areas in India. The focus on hybrid learning, gamification, and AI-driven content will continue to shape India's education system and workforce.

## *Digitech Pvt. Ltd.*

**Ed-Tech**



Inspired by Make in India initiative, Abhishek Mishra shifted his manufacturing from China to India. It all began when Abhishek was working at an IT company involved in import and export. While working there, he got the chance to travel to China, where he attended the Canton Fair, an event attended by manufacturers from all over the world. It inspired him to pursue his dream of starting his own brand.

He came back to India and launched Mashiva Abhishek Digitech Pvt. Ltd. in 2012. The company offers high-quality digital products for education and business. It specializes in advanced cameras, smart boards, and podiums to improve learning and presentations. However, Challenges are a part of success.

He also faced financial challenges in the early stages of his business, but the Pradhan Mantri Mudra Yojana helped him. The company's products are proudly "Make in India, Made by Indians, and Made for India".



**Abhishek Mishra**



**Founded in :** 2012  
**Headquarters :** Jaipur, Rajasthan  
**Sector :** Ed-Tech

# Tinkerly

**Ed-Tech**



Coding should be love for children, not fear; aimed four friends. After completing IIT and MBA, where most people move towards jobs, these four friends thought of doing something new, different and creative, and in just 6 years, they built a company worth ₹100 crores.



**OP Godara    Vivek Pathak    Kapil Arya    Sharad Bansal**

These four friends, Sharad Bansal, Vivek Pathak, Op Godara, and Kapil Arya, launched their startup, Tinkerly, in 2015. Jaipur-based Tinkerly introduced an online coding course for children from class 10th to 12th, and more than 1.5 lakh children and over 7000 teachers have connected with it.

There are two reasons for the success of Tinkerly. They interestingly teach about robotics, AI, IoT, and coding here. Additionally, children learn science, technology, engineering, mathematics and much more while playing. These friends' journey shows how vision, resilience, and strategic thinking can lead to remarkable success.



**Founded in :** 2015

**Headquaters :** Jaipur, Rajasthan

**Sector :** Ed-Tech





## **AgriTech Industry**

India's agritech industry is growing rapidly. The industry has the potential to transform the country's agriculture sector. The use of technology in agriculture is improving productivity, sustainability, and financial access for farmers, while addressing key challenges like water and fertilizer use. Agritech innovations are also making farming more efficient and helping in reducing dependence on climate and economic uncertainties.





## Key Statistics



The Indian agritech industry is expected to reach **USD 34 billion** by 2027



The food crop segment alone is projected to expand from **USD 3 billion** to **USD 25 billion** by 2027



Agriculture contributes **18.2%** to India's GDP and employs **42.3%** of the population



Agri-tech is expected to increase farmer incomes by **25-35%** through improved productivity, reduced input costs, and better access to financing



By 2030, the agritech sector is expected to contribute **USD 600 billion** to India's GDP



There are nearly **3,964** agritech startups in India as of 2024

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The government is supporting the agritech sector with initiatives that promote digitalization, sustainability, and risk management tools for farmers. India's agritech industry is set to significantly improve the livelihoods of farmers and contribute to economic growth, with advancements like precision farming, supply chain management, and agri-fintech solutions.

# ApnaGodam

**Agritech**



CA Sanjay Agarwal left his well paying job to make a difference in the lives of farmers. His journey started when he got to know that the government is offering subsidies to open warehouses for agricultural commodities under the Gramin Bhandaran Yojana.

Upon in-depth research, he found that many farmers struggle due to a lack of nearby warehousing options for their agricultural produce, which often forces them to sell their produce right after harvest in lower prices.

This gap in the market inspired Agarwal to leave his well-paying job at HDFC Bank. With his qualifications as a CA and CS, he founded Apna Godam in 2016 to solve the warehousing problems faced by the farmers.

Apna Godam aimed to support farmers through innovative agritech solutions. The agritech startup offers essential warehousing facilities, online commodity financing, and Online spot trading of commodities to help farmers access the resources they need to improve their marketing potential.



**Sanjay Agarwal**

 **Founded in :** 2016  
 **Headquarters :** Jaipur, Rajasthan  
 **Sector :** Agritech



# KhetiGaadi

**Agritech**



A farmer's son can deeply connect with farmers' challenges. Praveen Shinde who spent his childhood around farming and farmers. After completing his studies, he joined an Agro-chemical company and worked for 10 years. While working here, he got a better understanding of a farmer's circumstances.

This time, Praveen realised that farmers didn't have the right tools or the necessary knowledge. Additionally, farmers are compelled to accept the prices set by local traders. There is no transparency in this entire process. Being a farmer's son, he deeply understood the problem and decided to solve it from the lives of the farmers of his country.

Driven by this vision, in 2016, Praveen Shinde launched a one-stop solution, KhetiGaadi. KhetiGaadi connects farmers with tractor manufacturers, experts and service stations through an online platform. It also provides loans and insurance to farmers.



**Vishnu Dhas & Pravin Shinde**



Founded in : 2016



Headquarters : Pune, Maharashtra



Sector : Agritech





## Food Tech Industry

The Food Tech industry in India is growing rapidly. The industry is driving technological changes and reshaping the entire food ecosystem. The rise of online food delivery services, cloud kitchens, and advanced technologies like the Internet of Things (IoT), Big Data, and Artificial Intelligence (AI) are all contributing to this transformation.



## Key Statistics

Indian Food Tech market is projected to grow at a CAGR of **29.53%**, reaching **USD 41.2 billion** by 2027

India's food processing sector is one of the largest in the world and its output is expected to reach **USD 535 billion** by 2025-26

The government invested **Rs 7,126 Cr (USD 857.7 million)** in the food processing sector through the Production Linked Incentive (PLI) scheme by the end of 2023

The food processing industry employs around **1.93 million** people in the registered factory sector and approximately **5.1 million** people in the unregistered sector

India has nearly **3,360** food tech startups, making it one of the most vibrant sectors in the country

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## Dream A Dozen

### FoodTech & E-Commerce



Megna Jain is a passionate baker. At the age of 18, she started selling cupcakes to her college canteen. To continue with her passion, she started working at Inner Chef after completing college. She later worked at Cake Walas to gain experience in a bakery setting. Afterwards, she applied to Starbucks to gain experience with major food brands, but after not being selected, she decided to start her business.

Finally, in 2018, she launched Dream A Dozen, which quickly grew from a home kitchen to a two-bedroom apartment, and then to a larger commercial space in 2020. Despite the challenges of the pandemic shutdown, Megna evolved her business by creating long-shelf-life products like cookies, crackers, and chocolates with attractive packaging for gifting. She also collaborated with local self-help groups to support women by offering handmade items like painted masks, diyas, and candles.

Her passion for baking transformed into a brand worth ₹ 1 Cr.



**Megna Jain**

 **Founded in :** 2018

 **Headquarters :** Bengaluru, Karnataka

 **Sector :** FoodTech & E-Commerce



# *iD Fresh Food (India) Pvt. Ltd.*

**FoodTech & E-Commerce**



From starting a 50-sqft Kitchen to India's Largest Fresh Food Brand.

Meet PC Musthafa whose childhood was full of struggles. His father was a labourer earning just 10 rupees a day and could barely afford three meals a day. However, Musthafa took situation in his hands and pursued engineering from NIT and soon left for Dubai to work.

However, Musthafa left his well-paying job to return to his homeland and make a difference in his community's life. He enrolled himself in IIM Bangalore to pursue MBA. Around the same time, he found a gap in the market for hygienic and convenient South Indian breakfast options, which inspired him to start iD Fresh Foods in 2005.

The company started with selling fresh idly/dosa batter in a 50-sqft kitchen in Bangalore. Today, iD Fresh has become India's largest fresh food brand, and is a ₹ 1000 Cr. worth company with a presence in over 45 cities across India, the US, the UK, and the Middle East.

**Founded in :** 2005  
**Headquarters :** Bengaluru, Karnataka  
**Sector :** FoodTech & E-Commerce

## The Chatpata Affair

FoodTech

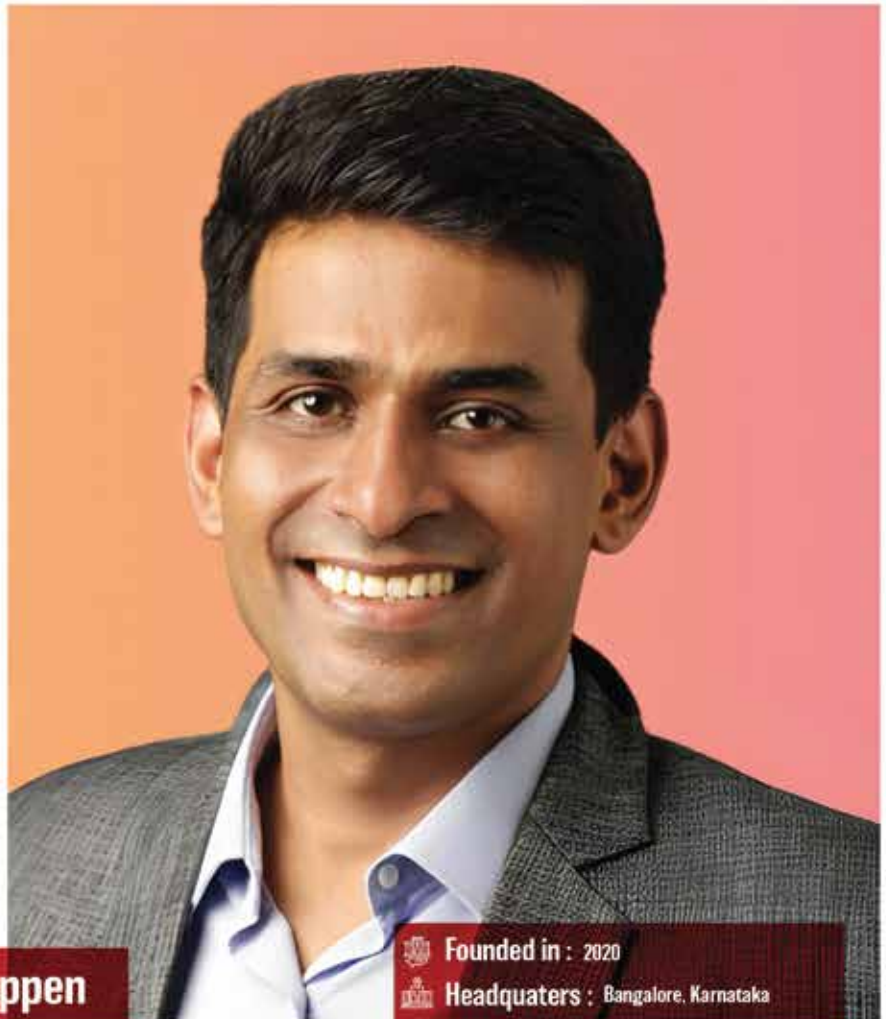


From cleaning restaurant to ₹8 Cr. revenue.

The story of Shiju Pappen begins when Shiju loses his parents at a very young age. His financial condition became very bad, and he had to work everything from cleaning the restaurant and serving customers to washing the dishes. By doing all this work, he was earning just ₹5000 a month.


But Shiju worked hard with all his heart and became the CEO of Southern Fried Chicken. Once, he noticed that the popularity of Indian fast foods was less than that of Western fast foods. He saw this gap as a world full of opportunities and decided to fix it.


In 2020, he founded The Chatpata Affair. This Bangalore-based food-tech business provides hygienic vegetarian Indian street food. The story shows that no matter where you are today, with your efforts, you can change it!



**Shiju Pappen**

 **Founded in : 2020**

 **Headquarters : Bangalore, Karnataka**

 **Sector : FoodTech**

# Little Indian Spice

## FoodTech & E-Commerce



Ex-SBI Deputy Manager, Sonu Saini graduated from the University of Rajasthan with a Bachelor of Business Administration. Furthermore, she was selected by the State Bank of India and was working as a deputy manager.

But when she noticed her connected people were missing the taste of Ghar Ka Achar (homemade pickles). She decided to pursue her passion for entrepreneurship and uplift the lives of village women. It was challenging to leave behind her secure career.

However, Sonu didn't limit herself and quit her government job. With her efforts, she founded a homemade pickle business, Little Indian Spice which generated ₹15lakh in the year ending March 2024, aiming ₹1.5Cr. this year.

Hats off to Sonu Saini, who left the conventional path behind and came ahead in entrepreneurship to uplift the lives of women.

**Sonu Saini**



 **Founded in :2023**  
 **Headquarters Jaipur, Rajasthan**  
 **Sector : FoodTech & E-Commerce**





## Gifting Industry

India's gifting industry is seeing significant growth. The industry is driven by wide range of products, shopping options, and the rise of e-commerce. The sector is expanding across various segments, including corporate gifting, gift cards, flowers, chocolates, jewellery, and personalized gifts. The growing demand for unique and customized gifts, especially among Millennials and Gen-Z, has further fueled this growth. Additionally, AI-driven gift recommendations and the convenience of online platforms are transforming the way people shop for gifts.



## *Key Statistics*

Corporate gifting segment is expected to grow by **app. USD 2.1 billion** over the next five years

Gifts (including corporate gifting) and novelties market is projected to grow from **USD 839 billion** in to **USD 1686 billion** by **2032** globally

There are around **1,180** online gifting startups in India

The rise of **e-commerce** and the **gift card market** will continue to provide more convenience and flexibility to consumers

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The growth of Gifting Industry of India is not only driving economic development by creating jobs in sectors like manufacturing, design, and logistics, but it is also fueled by cultural traditions, rising disposable incomes, and a growing preference for premium and luxury gifts.

# Indigifts

## Gifting



Expressing emotions can sometimes be challenging. Meet Jaipur resident Nitin Jain, who has given his wife Divya Jain, the co-founder of their company, more than 100 gifts over the past six years. Each gift carries special emotions, showing his love and appreciation.

Noticing the gap of expressing emotions in the market, Nitin Jain decided to convert his creativity into a business. This was the beginning of Indibni, a gifting company founded by Nitin Jain in 2012 in Jaipur, Rajasthan. Here, they turn their creative ideas into actual gifts and deliver them to people.

This allows everyone to express their feelings and emotions for their loved ones through their unique gift ideas. Nitin has not only provided people a way to express their emotions, but also built a business worth ₹12.5 crores.





# Ekatra Collective Pvt Ltd

## Gifting

ekatrā  
LIFE — HOME


Two powerful women entrepreneurs are empowering others to become boss women. The idea for Ekatra sparked when Aishwarya Jhavar, an urban planner, was in college. While working with various communities, especially women at the grassroots level, she noticed that women have both time and talent but they do not have any platform.

This realization, along with her mother Meenakshi Jhavar, inspired Aishwarya to create something that would empower women and make them financially stable. And so, Ekatra was born. Both Meenakshi and Aishwarya were aware that 80% of women in our country do not have a stable source of income, which encouraged them to give the work of making their products only to women.

Ekatra is a sustainable artisanal brand that creates handmade stationery and lifestyle products, offering them at affordable prices. Today, it is not only empowering women, but also built a company worth ₹1 crore.



**Aishwarya Jhavar**

 **Founded in :** 2020

 **Headquarters :** Pune, Maharashtra

 **Sector :** Gifting





## **E-commerce Industry**

India's e-commerce sector is growing rapidly and reshaping the retail landscape. It is expected to be the second largest market globally. The rise of online shopping is contributing to GDP growth, creating jobs, and improving efficiencies across industries. Factors such as increased internet access, higher smartphone usage, affordable data, and the adoption of digital payments have played a key role in the growth of the e-commerce sector in India. E-commerce is expanding into smaller cities, and new online shoppers are emerging.



## *Key Statistics*

Expected growth of e-commerce market from 2022 to 2030: **CAGR of 19%**

Expected reach of e-commerce market By 2030: **over USD 400 billion**

Expected online shopper base By 2026: **500-600 million**

Expected reach of online grocery market by 2027: **USD 26.93 billion**

Expected employment by 2030: **16 million**

Number of existing e-commerce startups in India: **Over 5,100**

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Emerging technologies such as AI, machine learning, and augmented reality are enhancing the consumer experience. Social commerce and eco-conscious shopping trends are also transforming the way products are marketed and sold. With continued support from government initiatives like UPI and the Government e-Marketplace (GeM), e-commerce industry of India will remain a key driver of country's economic development.

# Femora

E-commerce

**Femora®**

What started as a simple idea to manage college expenses, soon blossomed into a thriving business.



**Manushree Khandelwal**

Manushree Khandelwal, along with his friends, discussed why not start a business to cover college expenses with learning.


Manushree's enthusiasm led him towards E-commerce. There, he started his own business selling jewellery, home decor, home furnishing, office supplies and more. After working in this business for about five years, he realized that while the business was growing, the brand wasn't. This experience led him to do something new. But the next challenge was, what!

Keeping sustainability in mind, he chose kitchenware and launched Femora. Femora is a kitchenware brand that promotes healthy eating and cooking for a healthier family and nation. What makes his story inspiring is that he didn't stop after one success. He kept looking for new opportunities to grow everyday.



 **Founded in :** 2018

 **Headquarters :** Jaipur, Rajasthan

 **Sector :** E-commerce

# Jaipur Watch Company

## E-commerce



JAIPUR WATCH COMPANY

Gaurav Mehta, has been a passionate collector of antique coins and watches since his childhood. One day, while cleaning a watch, Gaurav received a parcel with a rare British India coin, which had a hole in the centre. It sparked an idea in Gaurav's mind and he placed the coin inside the watch and it turned out phenomenal. He got numerous compliments for his unique watch, which led him to start his own brand.

Gaurav decided to create a brand that would combine his love for antique coins with the artistry of watchmaking. Through this unique fusion, he founded Jaipur Watch Company, positioning it as India's premier luxury watch brand.



Founded in : 2013

Headquarters : Jaipur, Rajasthan

Sector : E-commerce

## Gaurav Mehta

Today, Jaipur Watch Company boasts a turnover of over ₹ 4 Cr. and several celebrities, including the PM of India wears watches crafted by JWC. Gaurav's decision to pursue his passion instead of sticking to his job transformed him into a successful entrepreneur.









## Ayurvedic Industry

India's Ayurvedic industry is experiencing remarkable growth. The industry is driven by the increasing demand for natural and holistic wellness products. Consumers across globe are turning to Ayurvedic solutions like herbal supplements, oils, teas, and powders as they become more health-conscious and seek alternatives to chemical-based products. Indian Government's support, digital advancements, and a growing number of Ayurvedic practitioners are further contributing to this sector's expansion.



## Key Statistics

### **US and Europe**

Key markets of Indian Ayurvedic products

**USD 37.7 billion (INR 3,207.6 billion)**

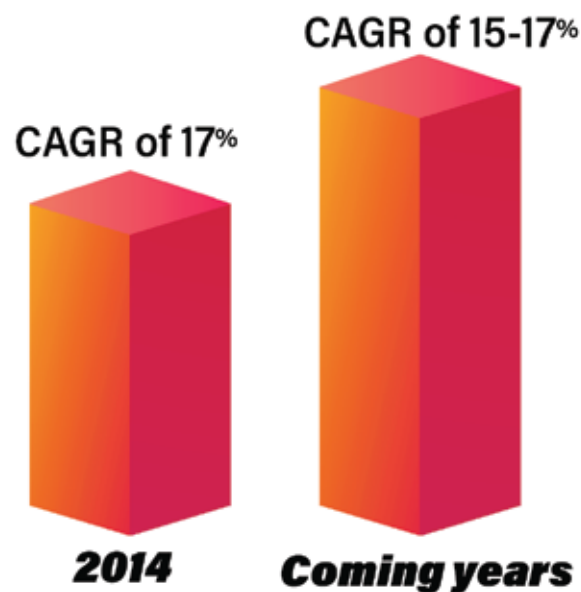
Expected to reach by 2032

**USD 10.59 billion (INR 900.15 billion)**

Market value in 2024

**900 app.**

Ayurvedic startups operating in India



- The industry has been growing at a CAGR of 17% since 2014 and is expected to maintain a CAGR of 15-17% in the coming years.

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The Ayurvedic sector is benefiting from rising consumer awareness about the harmful effects of chemical products which is making Ayurveda a more attractive and sustainable choice. As this market grows, it strengthens India's position as a global leader in Ayurvedic products.

# Immuno Life

## Ayurvedic



Social worker, Punam Gupta made her mission to promote wellness and empower others to live healthier lives. She is a dedicated social worker with over 25 years of experience in industries like food, pharmaceuticals, and more, founded Immuno Life during the pandemic in 2020 to address the rising demand for health and immunity solutions, with a focus on promoting well-being through Ayurvedic alternatives.

She's working to support people through innovative products to strengthen their immune systems and protect against illnesses, including bacterial, fungal, and viral respiratory diseases. Immuno Life aims to empower individuals and communities to prioritize their health and improve their lifestyles. Their ultimate goal is to build a healthier world for a better future.

**Punam Gupta**



**Founded in :** 2020  
**Headquarters :** Ambala, Haryana  
**Sector :** Ayurvedic

Punam's commitment to entrepreneurship and social responsibility demonstrates how business innovation, empathy, and social impact can drive positive change.



# Gau Organics

**Ayurvedic & Organic**

**Gau**  
organics



Farming is something that today's generation is avoiding but Amanpreet Singh saw it as an opportunity to make a difference and built a successful business that promotes farming and empowers rural women through employment. Amanpreet Singh and his brothers Gagan Deep Singh and Uttam Jyot Singh co-founded Gau Organics.

Gau Organics is an agri-tech startup focused on organic FMCG products. The company supports around 4,000 households and provides daily employment to about 55 farmers. Starting with dairy farming, Gau Organics has expanded its offerings to include a range of FMCG products. Along with food products, they produce compost, earthworm food, and cow dung manure while offering sustainable energy solutions like biogas and cow dung gas plants, reducing farmers' reliance on animal husbandry.

They also create opportunities for women in farming families, helping them achieve financial stability and empowerment. Hats off to these entrepreneurs who turned challenges into opportunity and now earn millions from their innovative solutions.



**Aman Preet Singh**

 **Founded in :** 2016

 **Headquarters :** Kota, Rajasthan

 **Sector :** Ayurvedic & Organic





## **Media and Entertainment Industry**

India's Media and Entertainment (M&E) industry is rapidly growing. The M&E industry of India includes television, film, digital media, music, animation, gaming, and more.

While the industry is expanding, its contribution to India's GDP remains relatively small compared to developed markets.





## Key Statistics

**USD 3.76 billion (INR 325 billion)**

Online Gaming reached in 2024, growing by 23%

**USD 8.36 billion (INR 722 billion)**

Market value in 2030, growing by 8%

**USD 665 billion**

Expected to reach by 2030 globally

**INR 2.2 billion**

Animation/VFX expected to reach by 2026

**2.9 million**

Direct employment opportunities

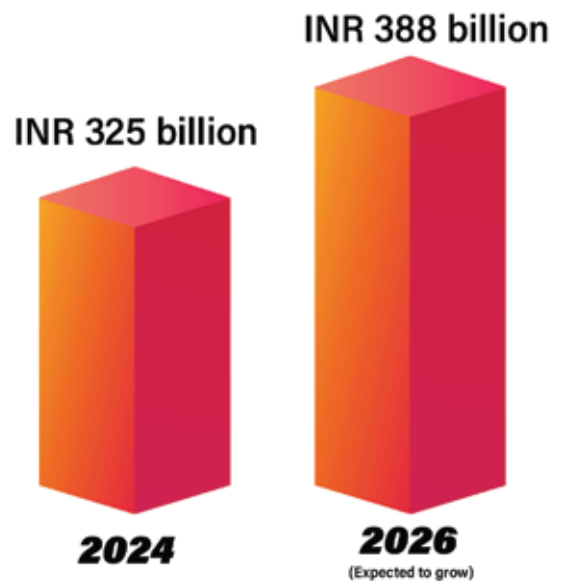


Figure: Growth of Online Gaming

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The M&E sector is a key job provider, particularly in film, TV, and OTT platforms. Digital media, especially online gaming and OTT, are driving growth. The M&E sector of India offers significant opportunities for investment and innovation while challenges like evolving regulations and the influence of social media influencers persist.

# Vinyasa Earth

**Media & Entertainment**



**Sankalp Sharma**

Choreographer Sankalp Sharma believes that "It is very important to be grounded." This is the story of a village dancer who reached New York by following his passion. But growing up in a middle-class family wasn't easy for him.

His living room was about two hours away from his studio in New York. To meet his expenses, he started working as a waiter. During his journey, he learned one thing: dancers should have a place where they can dance whenever they want. Sankalp's experience sparked the idea of creating a dance village, and Vinyasa Earth was born.

Vinyasa Earth is a tranquil space in Jaipur's Maheshwas Khurd Village. It was made with only wood, mud, and lime, without cement. Artists can live there. With a focus on creativity, the homestay offers eco-friendly living, traditional Rajasthani food, and a calm space for art expression.



**Founded in :** 2021

**Headquarters :** Jaipur, Rajasthan

**Sector :** Media & Entertainment


# *Kuku FM*


**Media & Entertainment**

**KUKU FM**



**Lal Chand Bisu**

 **Founded in : 2018**

 **Headquaters : Mumbai, Maharashtra**

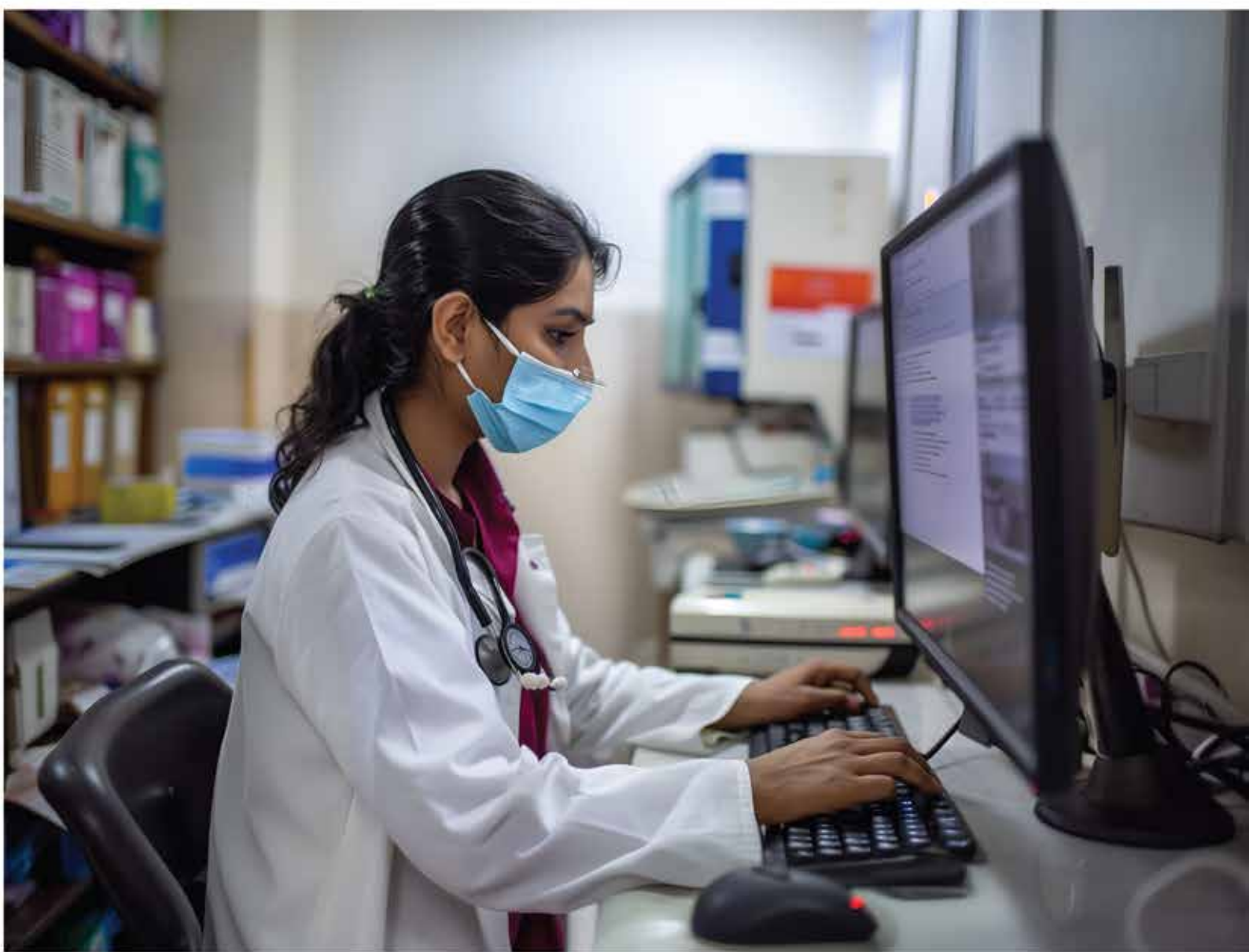
 **Sector : Media & Entertainment**

Many of you must have heard stories on Kuku FM, but have you heard the story of the founder of Kuku FM? Lal Chand Bisu, from a farming family in Rajasthan. Due to poor financial conditions, Bisu completed his schooling with the support of his teacher. Later, he graduated from IIT Jodhpur.

There was such a hunger inside Bisu that he could do something for millions of people. He started observing all the problems that he used to face in his daily life. After a year, he realized a unique experience that he listened to podcasts either while walking at night or returning from the office.

This sparked the idea of Kuku FM. Kuku FM is an audio storytelling and podcasting platform that provides audiobooks, stories, and more categories. Bisu turned his poor financial condition into ₹130 Cr. revenue.





## **Healthtech Industry**

India's healthtech industry is experiencing significant growth. The industry is driven by rising demand for digital healthcare solutions, technological advancements like AI, and an aging population. The expansion of telemedicine, e-pharmacy, and wearables markets are further supporting the growth of the Healthtech Industry of India.



## *Key Statistics*

The global healthtech market is expected to reach: **USD 1.6 trillion by 2033**

The telemedicine market is projected to grow to: **USD 5.5 billion by 2025**

The e-pharmacy market is anticipated to hit: **USD 4.5 billion in 2025**

The wearables market is expected to grow in the next five years: **CAGR of over 60%**

India's healthcare industry expected to reach : **USD 638 billion in 2025**

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The adoption of healthtech services in India has accelerated, particularly after the COVID-19 pandemic, which led to increased online consultations. Government initiatives such as e-Sanjeevani, CoWIN, and Arogya Setu have further driven digital healthcare adoption in the country. As these factors continue to evolve, India's healthtech industry is set to foster innovation and improve healthcare delivery across the country.

# MEDdelivery

**Healthtech**



**Rahul Gautam Rohit Bafna Astha Dusad**

Aastha Dusad, Rahul Gautam, and Rohit Bafna created MED Delivery to transform India's healthcare system by making it more available, affordable, and accessible for everyone.

 **Founded in :** 2018  
 **Headquarters :** Jaipur, Rajasthan  
 **Sector :** Healthtech

They recognized that while many medications are available in the market, accessing them in times of need can be challenging. Their platform ensures medicines are available for patients in the shortest time possible. They worked to bridge this gap by creating an efficient system that can be accessed by everyone in need on time.

Their business integrates commerce, logistics, and data across a single value chain. Today, they have established a network across Rajasthan. They left their jobs with a vision of building a medical network across Rajasthan and successfully turned it into reality.





# Medcords

Healthtech



**Shreyans Mehta**

**Nikhil Baheti**

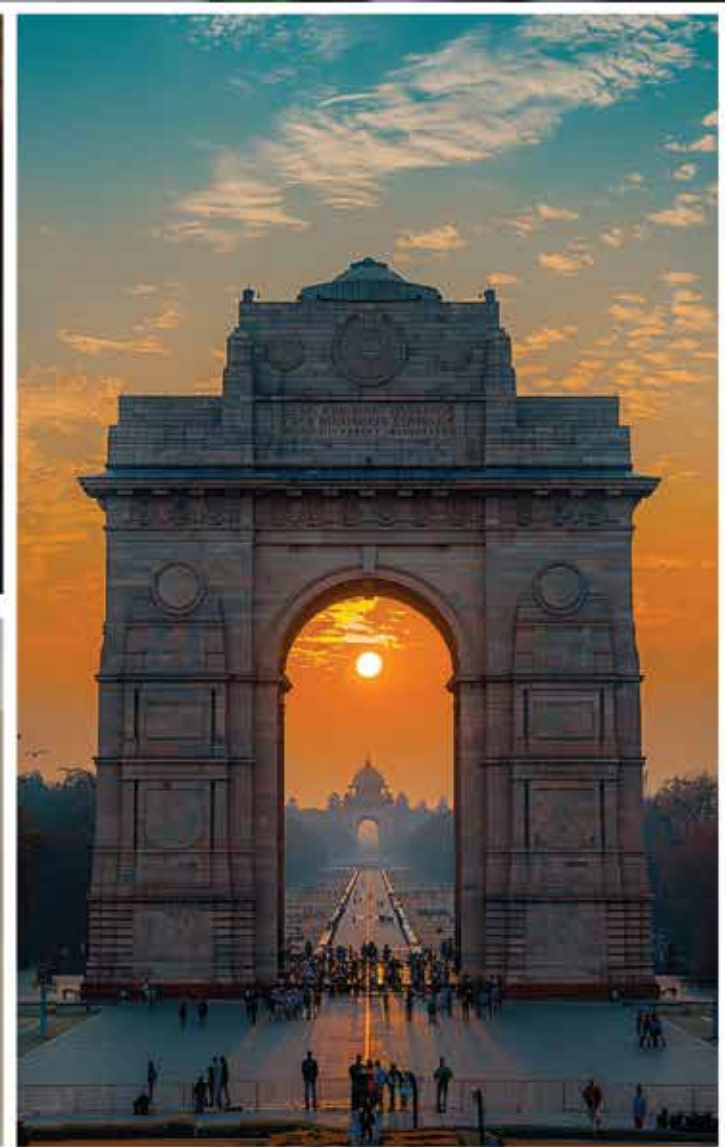
**Saida Dhanavath**

Three friends—Nikhil Baheti, Saida Dhanavath, and Shreyans Mehta—recognized three key challenges in the Indian healthcare system: accessibility, affordability, and speed. They realized that empowering medical stores could address all these issues.

 **Founded in :** 2017  
 **Headquarters :** Kota, Rajasthan  
 **Sector :** Healthtech

Upon research they found that India has over 16 lakh medical stores, located within every 10 km. To make them more accessible they decided to digitalize the entire medical network to make healthcare more accessible and efficient for all. They built MedCords a healthcare network that enables offline chemists to go online and works with them so that they can counter the challenges of normal retailing.

Through MedCords they provide three facilities- Aayu, Aayu Chemist and Aayu Doctor, that can take care of the healthcare needs of the entire Bharat. A vision started with 3 friends, now is a family of 40000+ chemists, 5000+ specialist doctors, and 3.5 Mn+ customers already.



## The Way Forward

As India moves toward becoming a global economic powerhouse, it faces both opportunities and challenges. The nation's resilience and innovation will continue to drive success, with a focus on disruptive startups and advancements in agriculture, healthcare, and education. Investments in Research & development and a supportive policy environment will enable global growth. Sustainability will be the key, with green energy, circular economies, and addressing climate challenges positioning India as a leader in clean technologies. To ensure inclusive growth, India must reduce regional disparities, empower women, and invest in education, skill development, and digital inclusion, particularly in rural areas. Strengthening global partnerships through trade and foreign investments will enhance India's position as a trusted leader. By uniting government, industry, and citizens, India will achieve new milestones, redefining prosperity and inspiring the world for generations to come.

## *Initiative Partner*

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Kiran Minerals is a prominent manufacturer and exporter of premium processed minerals, including Quartz Powder, Quartz Grains and Potash Feldspar. The company has earned its place as one of India's leading producers with 8 years of expertise. The firm is supplying high-quality products to key markets such as Vietnam, Malaysia, South Korea and the United States.

Kiran Minerals is driven by a passion for excellence and a relentless commitment to quality, and has set the benchmark for success in the industry. As trailblazers in the field of mineral products, Kiran Minerals is dedicated to delivering exceptional value to clients worldwide, offering competitive prices and ensuring unparalleled quality with every order.



Kiran Minerals is an ISO 9001 and ISO 14001 certified company, dedicated to maintaining the highest standards of quality and environmental management. With a strong focus on innovation and customer satisfaction, Kiran Minerals is poised for continued growth and leading the way in the mineral processing industry.



## Initiative Partner

**eCare SofTech**

eCare Packaging, a sister concern of eCare SofTech Pvt. Ltd. in Jaipur, India, was founded with a vision to revolutionize product design. The company helps clients visualize and fulfill their web development and branding needs with a passion for creating innovative pouch, label, box and logo designs, along with stunning product mock-ups, while driving creativity and excellence in every project.

eCare Packaging specializes in using industry-leading tools like Corel Draw, Illustrator and Photoshop to bring designs to life. The company collaborates closely with their clients to fully understand their ideas and requirements while ensuring that each design not only stands out but effectively communicates its client's brand message.

eCare Packaging's creative approach helps businesses enhance their services, attract a wider audience, and ultimately drive sales while turning their vision into impactful success.



# VIESTORIES

VIESTORIES is a dynamic business media platform dedicated to illuminating the journeys of Indian entrepreneurs and startups since 2020. Through engaging video talks, insightful interviews, and in-depth articles, we showcase the diverse narratives of success, innovation, and resilience that define India's startup ecosystem. Our mission is to inspire and empower the next generation of innovators by sharing stories that matter.

## Initiative Partners



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