

Govrnment of India Ministry of Commerce and Industry Department for Promotion of Industry and Internal Trade

# NATIONAL STARTUP AWARDS By#startupindia

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### **PIYUSH GOYAL**

Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Government of India

The Startup India initiative was launched by Hon'ble Prime Minister Shri Narendra Modi with the vision to catalyse India's startup culture and make India a leading startup nation. It is noteworthy that during the ongoing G20 Presidency of India, the Startup20 Engagement Group has been initiated for the first time which would go a long way in promoting the growth of startups not only in India but across the world. Today, the Indian startup ecosystem is the third largest ecosystem in the world with over 87,000 recognized startups and has experienced unprecedented growth in the number of unicorns, with over a hundred unicorns.

It is praiseworthy that the National Startup Awards (NSA) launched by DPIIT in 2020 have recognised and rewarded excellence shown by startups and ecosystem enablers. It gives me immense pleasure to share that the winners of the NSA 2020 and 2021 have excelled, creating a significant impact across the country and globally. The third edition of the National Startup Awards 2022 is more diverse in its focus with 17 sectors, 50 sub-sectors, and 7 special categories. I am delighted that more than 2,600 startups have enthusiastically participated in 50 categories of awards along with more than 55 incubators and accelerators from both government and private sectors.

As the nation celebrates 'Azadi ka Amrit Mahotsav', the Government is undertaking all possible measures in further strengthening the startup ecosystem by enabling Indian innovators in their journey from being job seekers to job creators. As India steps into the new horizon of being a global leader, collaborative policymaking is pivotal in supporting our entrepreneurs. I congratulate the winners and the finalists for their achievements and wish them continued success.

**PIYUSH GOYAL** 





SOM PARKASH Minister of State, Commerce & Industry Government of India

Since the launch of the Startup India initiative by the Hon'ble Prime Minister in 2016, the startup ecosystem in India has grown leaps and bounds. Today, we havemore than 87,000 startups recognised by the Department for Promotion of Industry andInternal Trade (DPIIT), across 57 industries and have reported creation of over 8.6 lakh direct jobs. Recognised startups are spread across the entire length and breadth of thenation. There is at least one recognised startup in every State and Union Territory andin more than 660 districts of the country.

Startups are creating manifold impact in society by introducing innovative solutions, creating large-scale employment, contributing to economic growth, and garnering huge demand from private as well as Government sector. In view of this phenomenal growth, Hon'ble Prime Minister has also declared 16th January as National Startup Day.

With about 47% of recognised startups led by at least one-woman director, and around 49% of startups emerging from Tier 2 and 3 cities, inclusivity is at the core of our startup ecosystem. With our continued commitment towards fostering inclusivity in the ecosystem, initiatives such as 'ASCEND' focusing on entrepreneurship in the North – East Region and 'Women for Startups: State Workshops for Women Entrepreneurs' across India have been undertaken.

The National Startup Awards was launched by the DPIIT with the objective of recognising and rewarding outstanding startups and ecosystem enablers who are building products that are innovative, scalable, and have larger social impact.

The recognition provided by the National Startup Awards 2020 and 2021, has encouraged startups from across regions in the country to apply for the awards. I am pleased to share that National Startup Awards 2022 witnessed participation from startups across 31 states and union territories in the country. This edition also had a special category for states in the North-East and Hilly Areas to celebrate the innovations growing in all parts of the country.

I congratulate all the winners and finalists of National Startup Awards 2022, for their incredible work and shaping the path for sustained economic development and growth of the nation with their dedication and commitment



MESSAGE

SOM PARKASH





#### ANURAG JAIN Secretary, Department for Promotion of Industry and Internal Trade

Launched by the Hon'ble Prime Minister on 16th January 2016, Startup India Initiative has today evolved into the launchpad for ideas to innovation in the country. Several programs have been implemented over the years under Startup India initiative with the objective of supporting entrepreneurs, building a robust startup ecosystem, and transforming India into a country of job creators rather than job seekers. Startup India has captured global imagination and has already become the third largest startup ecosystem in a short span of 6 years.

With a dedicated focus to promote the innovation culture in India, the National Startup Awards were launched in 2020. Since its first edition, the awards are focused on recognising and rewarding startups, incubators, and accelerators across the country that are creating meaningful impact in their respective fields. Each year, the winners and finalists are provided with extensive handholding throughout the year across various avenues of support including connecting them with investors, building their capacity in identified regulatory areas, providing them guidance and mentorship through industry leaders, connecting them with government and private stakeholders to propel their growth and providing them opportunities at relevant global forums.

The National Startup Awards 2022 welcomes 124 startups as finalists across 50 categories out of which, 42 startups have been chosen as winners by distinguished jury members from the government, industry, academia, startup ecosystem, and investors.

In the Azadi ka Amrit Kaal i.e. journey from India@75 to Vision India @2047, the Government recognises the role of the startup ecosystem as the wealth creator and growth driver. The growth during this period will be driven by knowledge, innovation and sustainability. The startup ecosystem is evolving rapidly driving country's growth phase through digital transformation of sections of the economy encouraging private investment, transition to clean energy and providing innovative solutions.

I congratulate all the winners and finalists and all the participants of the National Startup Awards 2022 who have been a part of this journey and wish them all the very best in their next phase of growth from hereon.

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**ANURAG JAIN** 

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# ABOUT STARTUP INDIA

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. The government through this initiative aims to empower startups to grow through innovation and design and to consolidate and facilitate the startup ecosystem of the country.

Contributing to the Prime Minister's vision of an 'Aatmanirbhar Bharat', Startup India has been supporting entrepreneurs and transforming India into a country of job creators rather than job seekers.



# KEY OUTCOMES OF INDIA'S STARTUP GROWTH STORY



84,000+ startups recognized by DPIIT



Recognized startups from Tier 2/3 cities



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increase startups from 2016 at a CAGR of 98%



Sanctioned through Funds of Fund Scheme (FFS) for startups across the country





Generated by 84,000 + startup



Average employment per startup



### 47%

of DPIIT registered startups have Woman Director



### 31 States & UTs

have a dedicated state startup policy



Startups recognised across the above sectors and sub-sectors

\*As self-reported by startups Note: Data as of 30 November 2022







Ease of Starting Up - Easing approvals, clearances, & inspections for startups along with defined SOPs (Standard Operations Procedures)



Easing Compliance Burden – Resolving regulatory challenges, improving the regulatory environment, & lowering exit barriers



Promoting Startups in every District – Facilitating Startup India Access Centre in every district



Startup India Hub -Single point access to complete knowledge base



Capacity Development Program – Capacity development & handholding of different stakeholders



Integrate Academia & Innovation to Encourage Entrepreneurship-Leveraging Atal Tinkering Labs and National Education Policy



Strengthening Indic Languages Ecosystem – Development of technologies & resources in all Indic languages



Ease of Procurement – Institutionalizing best procurement practices to adopt innovative offerings



Deeper Engagement with Central Ministries & Central Public Sector Undertaking – Creating a culture of innovation via unique products



Establish New Incubators & Accelerators -Setting up & supporting physical and virtual incubators and accelerators across the country



Creation of Innovation Zones at ULBs Level - Identifying problems & research needs for citizen services



India as the New Global Destination-Showcasing innovation, mobilizing capital, providing market access, etc.



Mobile Applications-Encouraging products & solutions by Indian startups with social & economic impact



Encourage Bharat Maps-Incentivizing startups to work with & develop domestic geo-positioning solutions

### NATIONAL STARTUP AWARDS 2020

The first ever National Startup Awards (NSA) were concluded in October 2020, with the aim to recognize and reward outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, The awards were launched to facilitate and award startups with high potential for employment generation or wealth creation, demonstrating measurable social impact.

NSA 2020 witnessed overwhelming participation from 1,641 startups, 31 incubators, and 10 accelerators who applied under various categories. 34 startups, 1 incubator, and 1 accelerator were recognized as winners in their respective categories and were felicitated by the Hon'ble Minister for Commerce & Industry, Consumer Affairs, Food & Public Distribution & Textile, Shri Piyush Goyal on 6th October 2020 at the virtual NSA 2020 ceremony.







#### S Plutomen Industry 4.0 Finalist - Ahmedabad

"Being part of NSA Handholding startups, has rendered many strategic and logical benefits to us. Through the pitch sessions the team was able to refine their positioning and be prepared for the funding rounds. We were successful in raising INR 2 crores in mix of CCD & Equity from HNIs, and Government Initiatives." Keyur Bhalavat, Founder & CEO

#### +ImpactGuru

#### Healthcare Finalist - New Delhi

"In addition to being a finalist at the National Startup Awards 2020, ImpactGuru.com was declared one of the 24 Winners of Maharashtra Startup Week 2019. Through this, we received a work order with KEM – ImpactGuru is a dedicated crowdfunding platform for King Edward Memorial Hospital (KEM Hospital, Municipal Corporation of Greater Mumbai). ImpactGuru.com has been able to completely disrupt the way hospital bills are financed in India through our online healthcare crowdfunding platform."

Piyush Jain, Co-Founder and CEO

UPTIME AI Industry 4.0 Winner – Bengaluru

"NSA 2020 put us on the map with clients and investors. We achieved instant credibility and got free publicity that increased the visibility of the

company in the market and brought in a lot of leads and business. Having a startup focusing on the industrial sector, Startup India gave us a platform to reach out to corporate entities, government agencies and international bodies like the India-Italy Business Partnership, enabling us to exhibit our services to both domestic and international organizations." Jagadish Gattu,



#### Space Winner - Bengaluru

"Startup Champions has been the biggest recognition Bellatrix has received till date. We have been well supported by ISRO. Building upon its existing stronghold in propulsion, the company currently expanding its business towards being a prime contractor for developing and operating unconventional satellite platforms for highly demanding mission requirements."

Rohan M Ganapathy, Founder Yashas Karanam, Founder



#### Industry 4.0 Finalist - Indore

"Thanks to the National Startup Awards DronaMaps was recognised by Economic Times Al innovation award by Steve Wozniak, and is featured by Vogue Magazine. Since the inception in 2016, we've mapped over 600 sq.km (over 100 villages), and worked with University of California, Berkeley, on their Smart Villages project." Utkarsh Singh, Founder and CE0

### NATIONALS STARTUP AWARDS 2021

### Background

As the second edition of National Startup Awards, NSA 2021 imbibed the philosophy of recognizing and rewarding outstanding startups and enablers which have demonstrated exceptional capabilities not just in terms of financial gains, but also for the measurable impact on society, where 2,177 startups belonging to 49 sectors of the economy have participated in the awards along with 53 incubators and 6 accelerators.

NSA 2021 also went beyond to recognize exceptional startups that have supported society during the Covid19 pandemic by providing their services in Indic language making the services more inclusive.

A total of 46 startups across sectors and special categories along with 1 incubator and 1 accelerator were recognized as winners for NSA 2021. These recognized startups along with all the finalists benefitted from the recognition in terms of increasing number in business traction, funding, partnerships, and talent, and enable them to serve as a role model for other entities and entrepreneurs by inspiring them to be purposeful and responsible about their socio-economic impact. It is envisaged that the entities would benefit from such recognition, not only in terms of being able to attract more business, financing, partnerships, and talent, but also to enable them to serve as a role model for other entities, and to inspire them to be purposeful and responsible about their socio-economic terms the purposeful and responsible about their socio-economic terms to be purposeful and responsible about their socio-economic terms to be purposeful and responsible about their socio-economic terms the terms to be purposeful and responsible about their socio-economic terms terms to be purposeful and responsible about their socio-economic terms terms terms to be purposeful and responsible about their socio-economic terms terms terms terms terms terms terms the terms terms terms the terms terms the terms terms the terms terms the terms terms terms the terms terms

### Handholding Provided to Finalists and Winners

One of the key objectives of the National Startup Awards is to handhold the winners and finalists through a series of initiatives to holistically support them as they navigate toward greater success. Department for Promotion of Industry and Internal Trade (DPIIT) has been working closely with all 175 finalists of 2021 across seven tracks through various Startup India initiatives, as part of its dedicated efforts to help them grow and flourish.

# TRACK 1 Investor Connect



LIGHTHOUSE

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#### Fundraising Masterclass by Indian Angel Network

The Investor connect track has helped Startups in facilitating funding and connecting them with investors. "The Quintessential Entrepreneur" in collaboration with Indian Angel Network consisted of 10 power-packed sessions to detail practical startuprelated concepts to ease the entrepreneurial journey. The topics of the workshops include Team Building & Scaling through a Startup's Journey, Market Sizing, Business Models and Metrics, Building Differentiated Businesses, Sales and Pricing Strategies, Financial Reporting, Fundraising, Art of Pitching, Startup Valuations, and Relationship with Investors and Anatomy of a Term Sheet – Breaking Down The Key Clauses of a Term Sheet. The series witnessed 600+ participants and 10 industry speakers and

#### Mock Pitching Session by Karekeba Ventures and Lighthouse Fund



Dedicated sessions for the NSA 2021 cohort with individual mentorship and direct feedback on pitchdecks by Industry Experts were conducted. The industry mentors included Karekeba Ventures and Lighthouse Funds

### **Investor Connect Series 2.0**

Four investors connect were organized on each Friday of June '22. The series witnessed 50+ startup participants and 70+ investors under SIDBI in 13 sectors.

During the Investor Connect Series 2.0, 54 startups pitched and 22 mock pitching sessions were held.



## TRACK 2 Mentorship

Startup India is focused on catalysing the startup culture and building a strong and inclusive ecosystem for innovation and entrepreneurship in India. Mentorship holds a key position in defining the trajectory of a startup. To aid startups with the same, sessions were organized for NSA Finalists with industry experts covering a wide range of topics to help fast-track the growth of the startups. The sessions received high participation from startups and were organized in a one-to-many format.

Startup India successfully hosted these mentorship sessions with a total of 14 partners. These included NASSCOM, I-Venture@ISB, Khaitan Legal, Mindtickle, Foundation for Innovation & Research in Science & Technology- IIT Kanpur, National Institute of Financial Management (NIFM), Indian Venture and Alternate Capital Association (IVCA), Moglix, IIDA, Recordent, FundEnable, Turbotic, and Asia Tech



To further boost the Indian startup ecosystem and facilitate permanent and continuous mentorship between startups and mentors, Startup India has launched MAARG – Mentorship, Advisory, Assistance, Resilience, and Growth. It is a national mentorship platform devised to facilitate mentorship for startups across diverse sectors, functions, stages, geographies, and backgrounds.

# TRACK 3 Market Access Track

The market access track involved 5 mentorship series, 2 pitching series, 1 corporate offering and 1 international exposure activity.

### **International Timeline**

### India-Japan Pitching Series

India–Japan Pitching 1.0's objective was to provide NSA 2020 startups with showcase and pitching opportunities in front of key investors from Japan. India–Japan Pitching Series 2.0, aimed to erive learnings from the previous sessions to build a robust and interactive mechanism for Indian startups and Japanese stakeholders. In furtherance of a concerted vision, Startup India has partnered with the Embassy of India, Tokyo to provide 50+ Indian startups with an exclusive opportunity to explore Japan as a potential business destination.

### India-Japan Pitching Series 2.0

Synergies between India and Japan's innovation ecosystems are extensive. The signing of a joint statement between the Ministry of Economy, Trade & Industry of Japan, and the Ministry of Commerce & Industry, Government of India paved the way for a vast pool of initiatives to accelerate startup collaboration.

The priority sectors for the Second Edition of pitching are:



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During the pitching session as part of Series 2.0, 3DOM, a Japanese company connected with QuantSolar Technologies and henceforth, hosted an in-person meeting to discuss their future collaboration.

As a result, 3DOM will facilitate QuantSolar's expansion in ASEAN nations in addition to support the startups' R&D efforts as part of a signed MoU.

### World Economic Forum

3 WEF representatives held an informal discussion with 10 startups (NSA 2020 and 21 winners and finalists) on current and potential opportunities for collaboration with startups. The participants introduced themselves and discussed synergies which were followed by a networking lunch for 1–1 interactions.

### TRACK 4

### **Capacity Building**

One of the focus areas of NSA 2021 is Capacity Building and Strengthening the Regulatory Landscape for Startups. In this area, the following were conducted to raise awareness and understanding for the winners and finalists:

Sensitization Workshops: Workshops to sensitize about the existing regulatory benefits provided e.g., tax holiday, angel taxation, relaxed compliance under Companies Act, self-certification under Labour Laws, etc.

These workshops/masterclasses were conducted once every two months in the first six months of the Financial Year.

Regulatory Masterclasses: A series of masterclasses to educate startups about legal nuances and the changing regulatory landscape e.g., valuation of startups, different modes of raising funds, Drafting of agreements, etc.

These workshops/masterclasses were conducted once every two months in the first six months of the Financial Year.

Improving the Regulatory Environment: Enhancing ease of doing business, ease of raising capital, and reducing compliance burden for the Startup ecosystem.

The Department for Promotion of Industry and Internal Trade engages with stakeholders regularly to invite consultations on regulatory issues raised by Startups, investors, and others in the ecosystem. These issues and recommendations are further shared with the concerned departments to bring about the necessary resolution and reforms.

Partners: The workshops/ master classes were conducted in partnership with IVCA, Khaitan& Co., Economics Law Partner, etc.



### TRACK 5

### **Unicorn Connect**

India's booming unicorns were pivotal in providing support to the winners and finalists as part of the NSA 2021 handholding. 175 startups were given an opportunity to connect with them for 5 transformational workshops, multiple pitching sessions with unicorns, and exploring strategic alliances with unicorns. Our partners for the unicorn connect pillar included CRED, Freshworks, Pristyn Care and Lenskart.

Impact of Unicorn Connect:

- 175+ startups received exposure with unicorns
- 5 hours of mentorship
- USD 10,000 worth of pro-bono benefits were given to each winner of NSA 2021
- USD 4,000 worth of pro-bono benefits were provided to each finalist of NSA 2021









### TRACK 6

#### **Brand Showcase**

Two workshops were organized on storytelling, branding, etc. one on Performance Marketing by Mr. Bhav Sharma AVP, AdGlobal360 and one on Digital Marketing 101 by Rakesh Yadav, Founder & CEO, AdGlobal 360. Participation from 39 startups in the first session and 57 startups in the second session was witnessed. On the social media front 3 blogs have been posted capturing stories of 12 winners. A total of 12 episodes telecasted on DD Champions.



### TRACK 7

### **Government Connect**

Startup India is determined to ensure market access opportunities for startups. Startups have the potential to ameliorate Government operations at a scale. DPIIT recognized startups are provided relaxations in public procurement on prior experience, prior turnover, and earnest money deposit requirements. Startups are usually low on resources and cash reserves and hence such provisions provide startups with a level playing field while competing for public orders.

S. No.	Showcase Event Name	Dates
- 1.	BIRAC Startup Expo 2022	9-10th June 2022
2.	Ministry of Environment, Forest and Climate Change Startup Showcase	5th April and 27th September 2022
3.	India Mobile Congress 2022	1-4th October 2022
4.	International Film Festival of India	20-24th November 2022

DPIIT partnered with numerous Central Government Ministries and Departments to facilitate the above startup showcase and Government connect opportunities. In addition, DPIIT partnered with GeM to facilitate listing of startups on the platform.

Startup India and GeM have integrated to co-create a GeM Startup Runway to list products and services of innovative startups. Startups can register on GeM using their DPIIT recognition number and registered mobile number to avail the startup status on the platform. In doing so, startups can avail the exemptions on prior experience, prior turnover, and earnest money deposit requirements on GeM. As of December 2022, 17,500+ startups have registered on GeM and have sold 1,66,646 orders worth INR 10,153 Crores.

The above figures reflect the market size and opportunity for startups to serve the public markets. This market not only has the potential to offer employment to newer ventures but also innovate the delivery of public services.

DPIIT has also organized GeM workshops in North-Eastern states to spread awareness about the public procurement opportunity and enable them to utilize the GeM Startup Runway as a launchpad to access markets.

To further ease public procurement opportunities for startups, DPIIT envisions to partner with GeM to organize registration drives and knowledge sharing workshops. The GeM platform has witnessed an aggressive growth in startup registrations, orders, and sales volumes in the past few years. The higher acceptance of startups on GeM shall be encouraged further by organizing sensitization workshops. Startup India also envisions to create awareness amongst Central and State Government departments to promote higher adoption of startup products and services.







### NATIONAL STARTUP AWARDS TIMELINE

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#### Handholding Sessions & Activities



Market Access Access Access

Unicorn Connect ٠



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#### Handholding Sessions & Activities



Market Access Annual Investor Brand Access Mentorship

Unicorn Connect

Government
Connect

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# NATIONAL STARTUP AWARDS 2022

Startups in India are contributing to the country's inclusive growth story in a big way by upending established business models and creating new markets. This has enabled the entrepreneurial spirit to go beyond the traditional locations to regional economies. Across industries, startups and entrepreneurs are disrupting the existing business models and are also contributing to society by coming up with solutions at the grassroots level.

NSA 2022 aims to take the legacy created by NSA 2020 and 2021 forward by recognizing and rewarding startups showcasing excellence in their respective sectors and fields and contributing to society by coming up with implementable solutions which have demonstrated success and value.



NSA 2022 will also focus on recognizing startups demonstrating a high degree of inclusivity on all fronts including people, geography, and language. The awards will also recognize startups showcasing excellence in manufacturing in the focus sectors of the Government of India. Ecosystem enablers supporting startups and entrepreneurs not only in the traditional startup hubs in the country but also at the regional and grassroots level will also be recognized. NSA 2022 will also focus on ESG practices, climate change, and other sustainability initiatives such as the blue economy, green economy, sustainable tourism, digitization, etc. NSA 2022 will also place its efforts on encouraging startups and entrepreneurs from Northeast India to participate, with dedicated efforts to identify exceptional startups, contributing to the development of the region.

All the recognized entities will be supported via dedicated programs across the areas of market entry support, essential business services, and media recognition which will enable them to serve as a role model for other entities, and budding entrepreneurs, and inspire them to be purposeful and responsible about their socio-



# SECTORS IN SPOTLIGHT

The 17 sectors in which startups or entrepreneurs are thriving were divided into 50 sub-sectors, and 7 special categories. Applications were also open for ecosystem enablers – incubators and accelerators.











### APPLICATIONS FOR NATIONAL STARTUP AWARDS 2022

Applications for National Startup Awards 2022 were received from 31 States and UTs across 17 sectors, 50 sub-sectors, and 7 special categories.

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### THE WINNERS OF NATIONAL STARTUPS AWARDS 2022

1/2



# AGRICULTURE



### Overview

Agriculture, with its allied sectors, is the largest livelihood provider in India. It is one of the main sectors of our economy and the success story of Indian Agriculture is remarkable. Globally, India employs the highest number of human resources working in agriculture, and with a steady growth in domestic consumption and growing exports, the future is filled with opportunities for the sector.

Initiatives such as doubling the farmers' income, which targets doubling the income of farmers by 2022-23 to create optimum remunerative agricultural value chain ecosystem, have been key focus for the country.



### Agriculture in National Startup Awards 2022

Innovation is the new paradigm in Indian agriculture, ranging from technology adoption in all aspects of agriculture (including pre-production and post-harvest), to social innovation for inclusive development across the value chain. National Startup Awards for the sector aims to identify outstanding startups across the entire agriculture value chain, which will carry forward the momentum for innovation in the sector propelling India to the forefront of innovation and efficiency in this space over the next decade.



### Categories and Application Count for Agriculture

Farmer Engagement and Education46Irrigation15Post-Harvest58Productivity98Grand Total217

### **Sector Snaps**

Companies Regd. In 2017-2018 - 268

Companies Regd. In 2022-2023 - 1,011

Grand Total - 4,090

% Change in 5 Years 1,326% increase



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### **FRUVETECH PRIVATE LIMITED**





City and State New Delhi, Delhi

Founder Details Jagadis Gupta Kapuganti, Aprajita Kumari



Sector Agriculture Post Harvest

### Overview

Fruvetech is an Agri-based startups from Delhi founded in 2021 by Dr Jagadis Gupta Kapuganti & Aprajita Kumari. The startup is focused on development of a device to enhance shelf life of fruits using an innovative idea. The startup offers fruits and vegetable storage systems with brand new patented technology that guarantees energy efficient, high-quality storage solutions, adjustable to your specific needs and conditions.

### Product

Fruvetech has developed a device, a shelf-life enhancer, with patented technology which can enhance shelf-life of produce and keep fruits fresh for several days and even weeks. The device is usable and adaptable for efficient storage and transportation.



### NATURA CROP CARE







City and State Bengaluru Rural, Karnataka

Founder Details Manoj Kumar Rupa, Gavaskar Jayakanthan



Sector Agriculture Productivity

### Overview

Natura Crop Care is a sustainable farm input manufacturing startup from Bengaluru founded in 2017 by Manoj Kumar Rupa & Gavaskar Jayakanthan. With its unique understanding of microbial plant interactions in nature, Natura is validating to the current scenario of increasing global sustainable agriculture horticulture produce. Natura has developed biological and botanical products to meet the demand of residue free produce. These products are serving farmers across the globe in plant-soil health management and plant nutrition management.

### Product

NaturActiv+ is a fruitfly trap that controls fruit fly damage in fruits and vegetables by innovative smart gravity-controlled release mechanism with high energy efficiency and high target specificity.

- It is a green pest control technique suitable for integrated pest management
- One trap and lure can be used for one full crop season without lure replacement
- It reduces chemical insecticide usage by farmers and is eco-friendly
- The products variants are biofertilizers, biopesticides, bio stimulants, crop-specific micronutrients, insect traps and bio shelf-life enhancers



### WOLKUS TECHNOLOGY SOLUTIONS PRIVATE LIMITED







City and State Bengaluru, Karnataka

Founder Details Ananda Prakash Verma, Shilendra Tiwari



Sector Agriculture Productivity

### Overview

Wolkus Technology Solutions is an agri-tech startup from Bengaluru founded in 2018 by Ananda Prakash Verma & Shilendra Tiwari. The startup under the brand named 'Fasal', develops an AI-powered IoT platform for precision agriculture. Fasal started with a simple idea – removing guesswork from farming. Farming is not easy and involves a lot of uncertainties. It offers a cloud platform that collects the microclimatic data captured by the on-field sensors.

### Product

- Fasal is an AI powered IoT SaaS platform delivering farm level, crop-specific and crop stage specific actionable intelligence platform for horticulture crops
- Fasal platform is built to enable horticulture farmers and agriculture institutions to grow more, to grow better and to optimise the cost of cultivation to a bare minimum It helps in precisely managing irrigation based on specific crops at a specific stage and protecting the crop from root diseases, thereby improving the quality of yield
- Fasal Kranti is a plug and play stack of farm IoT and SaaS that can be deployed on farms under five minutes, without any assistance from the Fasal team


# ANIMAL HUSBANDRY

#### Overview

As the largest producer of milk, third largest producer of eggs, India is one of the global leaders in the field of Animal Husbandry.

Initiatives such as operation flood, which revolutionised milk production and value chain in the country in the 1970s and 1980s to Kisan Credit Cards to Livestock farmers are the keys for the growth of the sector.



#### Animal Husbandry in National Startup Awards 2022

In order to compete globally, innovations such as tech adoption, optimising of supply chains, quality benchmarking and standardisation must be adopted by the sector. Animal Husbandry was introduced in National Startup Awards in 2021 with an aim to recognize exceptional startups in the sector. It was an overwhelming response from some exceptional startups we received in National Startup Awards 2022 too.



#### Categories and Application Count for Animal Husbandry

Productivity

33

#startupindia

#### **Sector Snaps**

Companies Regd. In 2017-2018 – **16** Companies Regd. In 2022-2023 – **53** Grand Total – **216** 

% Change in 5 Years 1,150% increase



#### HYDROGREENS AGRI SOLUTIONS PRIVATE LIMITED





City and State Dakshina Kannada, Karnataka





Sector Animal Husbandry Productivity

#### Overview

Hydrogreens Agri Solutions is a Bengaluru-based enterprise founded in 2019 by Vasanth Kamath, with the objective to solve the supply gap of quality fodder for small and marginal livestock farmers in a sustainable manner by providing them with the right technologies and solutions to produce excellent fodder. The startup is hyperlocalizing the availability of fresh feed that is affordable and harvested responsibly in an environment friendly manner.

#### Product

Hydrogreens has installed India's first solar powered fodder station near to the milk collection centre (MCC) in Chitradurga, Karnataka to facilitate easy and faster accessibility for the local farmers. The startup sells the fodder directly to farmers via Hydrogreens' fodder station through its unique service-based model.

- Hydrogreens' fodder station is a microclimate-controlled warehouse
- It ensures regular supply of fresh high protein fodder throughout the year
- Each fodder station has the capacity to produce about 500 700 kg of high nutrient fodder everyday which can feed close to 100 cattle daily
- It can be used to grow alternate crops & biofuel feed stocks during non lien period





# CONSTRUCTION



#### Overview

The construction industry of India is an important indicator of development as it creates investment opportunities across various related sectors. The Indian construction market is expected to register a CAGR of over 10% during the forecast period (2022 - 2027). Due to COVID-19 across the country, the face of the Indian construction industry, which was already battling with inadequate management and a lack of tracking of its labour force, lost its central grip completely, bringing the industry to a halt. The aftermath of pandemic negatively impacted on the value chain at all levels and scales in this segment.

To simplify the construction industry, a lot of focus must be laid on innovative solutions related to construction, which can present an excellent opportunity for innovators and startups to come up with unique and efficient solutions required for the industry.



#### **Construction in National Startup Awards 2022**

Construction, as a sector, was introduced in National Startup Awards this year with an aim to recognize exceptional startups in the sector. In the National Startup Awards 2022, the aim is to discover and recognise outstanding startups and innovators coming up with new-age solutions in construction technologies and materials.



#### Categories and Application Count for Construction

Construction Technologies<br/>(including planning and monitoring)57Materials23Grand Total80

#startupindia

#### **Sector Snaps**

Companies Regd. In 2017-2018 - 144 Companies Regd. In 2022-2023 - 996 Grand Total - 3,317

% Change in 5 Years 103.5% increase



### MICOB PRIVATE LIMITED



City and State Gandhinagar, Gujarat





Founder Details Ankita Sinha, Shashank Shekhar

Sector Construction Technologies (including planning and monitoring)

#### Overview

MiCoB Private Limited is 3D concrete-printing startup from Gandhinagar founded in 2019 by Ankita Sinha & Shashank Shekhar. The startup is a leading manufacturer of a wide range of products, including concrete chairs, concrete cables etc. MiCoB has constructed a wide and well functional infrastructural unit that plays an important role in the growth of their startup.

#### Product

MiCoB 3D concrete printing technology has developed its 3D concrete printers, ink for printing and required software package, all in-house. With the help of the 3D printing technology developed at MiCoB, construction can be potentially made faster, safer and more economic.

The startup has successfully demonstrated the applications of 3D concrete printing in modular and rapid construction of structures for military and civil applications. MiCoB also aims to address the need of customised, flexible, and rapid construction of infrastructural elements, such as bridges and flyovers.



#### HIMALAYAN HEMP INDUSTRIES PRIVATE LIMITED







City and State Kangra, Himachal Pradesh

Founder Details Sonam Sodha, Haneesh Katnawer

Sector Construction Materials

#### Overview

Himalayan Hemp Industries is a startup from Kangra founded in 2019 by Haneesh Katnawer & Sonam Sodha. With an aim to revive the atavistic building techniques, bring eco-conscious alternatives to the world and empower the local communities to find a career in eco-friendly constructions; the startup made their first wattle and daub hemp hut design and prototype in Kullu.

#### Product

The startup manufactures products using himalayan hemp and provides consulting on farming, business and startups. Himalayan Hemp provides solutions to three major problems – poor menstrual hygiene and awareness, lack of alternate cash crop and model for rural farmers, innovators and artisans, and environmental pollution of landfills and waterways with disposable sanitary pads and N95 masks.



### EDUCATION AND SKILL DEVELOPMENT



#### Overview

The education technology sector in India provides multiple opportunities due to

1) education delivery models

2) shifting

priorities in education to make India future-ready, including

learning modules and removal of boundaries to access quality

education (through increased digital accessibility)



# Education and Skill Development in National Startup Awards 2022

In order to recognise exceptional ideas and innovators in the Indian education industry, we must look beyond innovative education delivery mechanism and focus on other avenues of holistic learning. National Startup Awards aims to recognise outstanding startups and innovators coming up with innovative solutions in the area of Education & Skill Development.



#### Categories and Application Count for Education and Skill Development

Access to Institutional Education	98
Access to Open Education	84
Teacher Training	13
Toys as learning resource	46
Vocational training	78
Grand Total	319

#### **Sector Snaps**

Companies Regd. In 2017-2018 - 144 Companies Regd. In 2022-2023 - 996 Grand Total - 3,317

% Change in 5 Years 2,103.5% increase



### TRESTLE LABS PRIVATE LIMITED





City and State Faridabad, Haryana



Founder Details Akshita Sachdeva, Bonny Dave



Sector Access to Institutional Education

#### Overview

Trestle labs is a content and publishing startup from Faridabad founded in 2017 by Akshita Sachdeva, & Bonny Dave. The startup empowers the blind and visually impaired community towards inclusive education and employment, through real-time content access by enabling them to listen, translate, digitise, and audiotape any kind of printed, handwritten, or digital content, in the language of their choice, anytime, anywhere. Trestle provides an end-to-end solution to access any content through audio through its product 'Kibo.'

#### Product

Kibo comprises three products which aim to address the lifestyle and learning aspects of users' life.

- Kibo mobile app: The app is built for on-the-go audio-based access to any printed, handwritten, and digital content across 60 languages, with support for 12 file formats. It offers access to a repository of 1 million+ accessible eBooks to download & listen, with immersive reading features, empowering visually impaired users to access any day-to-day content like anyone else
- Kibo XS device: Kibo XS is a talking table-lamp like device to scan and listen to hard copy printed and handwritten documents (across 60 languages), translate (across 100+ languages), digitize (into doc, docx, txt), save them to Kibo cloud (for multi-device access), and download the file in MP3 audio (audiotize)
- Kibo Desk (SaaS): Edits, translates and converts printed and handwritten PDFs and Images



#### TESTBOOK EDU SOLUTIONS PRIVATE LIMITED





City and State Navi Mumbai, Maharashtra



Founder Details Ashutosh Kumar, Narendra Agrawal



Sector Access to Open Education

#### Overview

Testbook Edu Solutions is an edtech startup from Navi Mumbai founded in 2016 by Ashutosh Kumar & Narendra Agrawal. The startup has built an app and web-based platform to support job seekers. The platform provides complete job preparation to fresh job seekers who want to get employed either with government or private organisations. Testbook platform has five key components – Job Discovery, Live Interactive Coaching, Mock Practice, Doubt Solving and Performance Tracking & Recommendations, all of which are tightly integrated with each other to provide a seamless one-stop learning experience.

#### Product

Testbook has built an app and web-based platform and offers three paid products:

- Testbook Pass: It is a single subscription model that gives access to 52,000+ mock tests across 450+ government recruitment exams
- Testbook Select: It is a one-to-many cohort-based model with curriculum driven live interactive courses which are focused on preparing users for specific exams
- Skill Academy: It is a one-to-many cohort-based model and has curriculum driven live interactive courses but specifically focused on skills. It helps students, freshers and job aspirants to learn professional skills and get entry level jobs. The academy includes project led curriculum, live online training, guaranteed internships & job placement assistance.



#### MAKERINME TECHNOLOGIES PRIVATE LIMITED





City and State Bengaluru, Karnataka



Founder Details Parag Gulhane, Harish Rawlani



Sector Toys as Learning Resource

#### Overview

MakerInMe Technologies is an edtech startup from Bengaluru founded in 2016 by Parag Gulhane & Harish Rawlani. The startup provides complete STEM (Science + Technology + Engineering + Math) solution and makes the learning easy for students & teachers through its product.

#### Product

MakerInMe launched its first product named Cretile which addresses the challenges faced by institutions and students while supporting them on their STEM education. It offers 45+ LEGO-like plug-n-play and programmable modular building blocks for electronics, robotics, automation, IoT & AI.

Cretile is product containing modular building block kits of electronics, robotics, AI & software building blocks for use in STEM education. It has unique solution which delivers STEM education to students in gradual and engaging way using innovative Cretile Kit.

It offers 50+ different types of blocks. With this product, one can make virtually unlimited number of combinations and hence unlimited number of projects. Cretile blocks are designed in such a way that only correct connections can be done.



#### TRASCENDER SERVICES PRIVATE LIMITED







City and State Mumbai, Maharashtra

Overview

Founder Details Sameer M Joshi, Dr Seema Joshi



Sector Vocational Training

Trascender Services is a startup from Mumbai founded in 2017 by Sameer Joshi & Dr Seema Joshi. The startup focuses on bringing transformation in education and healthcare industry in India. The startup offers services like explorium, campus to corporate, Aspire leadership program and Crucible leadership program in the education sector, paramedic skills program in healthcare and data analytics, software testing and digital marketing in technology sector among others.

#### Product

iTransform Paramedic Center is an industry- based skill development program to train today's youth to make them job ready for healthcare industry. This vocational training can be taken by the students as a parallel program to their existing mainstream education.

The startup provides different courses which includes foundational and stream specific curriculum certificate courses.



# ENERGY



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#### Overview

India is home to one of the most diversified powers and energy sectors in the country; with power generation sources coming from conventional sources such as coal, lignite, natural gas, oil, hydro and nuclear power to viable non-conventional sources such as wind, solar, and agricultural and domestic waste. India is fast-rising as a global leader in renewable sources of energy, contributing to about 25% of total installed generational capacity in the country, standing at 5th largest globally. The growth of the sector stands at an increase of more than 225% in renewable energy installed capacity in the last 5 years.



#### **Energy in National Startup Awards 2022**

National Startup Awards 2022 aims to identify outstanding startups working on the aspects of clean energy, energy efficiency, and energy storage covering the stack of future-proofing India's energy sector needs.



#### Categories and Application Count for Energy

Clean Energy	76
Energy Efficiency	39
Energy Storage	18
Grand Total	113

#startupindia

#### **Sector Snaps**

Companies Regd. In 2017-2018 - 249 Companies Regd. In 2022-2023 - 714 Grand Total - 3,792

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% Change in 5 Years 1,322.9% increase

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#### LOG 9 MATERIALS SCIENTIFIC PRIVATE LIMITED







City and State Bengaluru, Karnataka

Founder Details Dr Akshay V Singhal, Kartik Hajela



Sector Energy Clean Energy

#### Overview

Log 9 Materials is a nano-materials manufacturing and research & development startup from Bengaluru founded in 2015 by Dr Akshay Singhal & Kartik Hajela. Log9 Materials is a vertically integrated startup with proven in-house capability for materials development, device prototyping and production/assembly.

#### Product

Log 9 Materials Scientific produces fast charging batteries for EVs.Their technological innovations include:

- A fast-charging battery technology (RapidX) for intracity commercial vehicles which provides true fast charging services (<15 min for 2Wheelers and 40 min for 3Wheelers) with longer life of 15+ years (whereas a conventional battery gives a life 3 years), lower maintenance cost and lower Greenhouse Gas (GHG) emissions over life cycle of the battery
- It has also designed high-power electronics to ensure safe withdrawal of high currents to charge itself, and cell balancing which accelerates fast charging/ discharging



#### **RENKUBE PRIVATE LIMITED**







City and State Bengaluru, Karnataka

**Overview** 

Founder Details Balaji Bangolae Lakshmikant, Dr Lakshmi Santhanam



Sector Energy Efficiency

Renkubeis a renewable energy startup from Bengaluru founded in 2017 by Balaji Lakshmikant & Dr Lakshmi Santhanam. The startup is a pioneer in the field of Motion Free Optical Tracking (MFOT) of solar panels. It is committed to contribute to a sustainable future by producing cutting edge products in the renewable energy field. Renkubeis exclusively focused on developing and commercialising MFOT-based solar technology. MFOT technology will allow module manufacturers to significantly improve the price performance ratio of their solar panels.

#### Product

- Renkube's ML based remote monitoring solutions offer continuous monitoring of solar power generation along with module failure prediction, cleaning schedule reminders, power aberration alerts to their customers
- The startup's products are aimed at lowering the cost of energy generation so that solar becomes more affordable in residential rooftop in urban areas



#### INDIGENOUS ENERGY STORAGE TECHNOLOGIES PRIVATE LIMITED





City and State Roorkee, Uttarakhand



Founder Details Akash Soni, Dr Asit Sahoo



Sector Energy Storage

Overview

Indigenous Energy Storage Technologies is an Energy Storage startup from Roorkee founded in 2019 by Akash Soni & Dr Asit Sahoo. The startup's mission is to develop and commercialise sustainable, environment friendly, Indigenous energy storage technologies.

#### Product

Indi Energy is developing Sodium ion batteries using locally available bio-wastes. It uses rice straw, cattle manure and earth abundant materials like Sodium that deliver similar performance as compared to Li-ion batteries (LFP) but at lower cost. Indi Energy's Sodium ion batteries also deliver 3-4 times more energy density and cyclability than currently commercialized lead acid batteries at similar costs.





### ENTERPRISE TECHNOLOGY



#### Overview

Increasing complexity, efficiency, and data dependency in businesses in the future have led to opportunities for innovators and businesses in developing complex computing systems which handle large volumes of data and enable organisations to integrate and coordinate their business processes.

India is quickly emerging as one of the global centres for enterprise systems development, providing instant decision-making, cost-effectiveness, low risk, and greater flexibility catering to an increasing mobile workforce and consumer segment.



#### Enterprise Technology in National Startup Awards 2022

India's software-as-a-service industry (primarily responsible for the development of enterprise system solutions) could reach USD 1 trillion in value and create nearly half a million new jobs by 2030 as businesses around the world accelerate digitisation and automation. Startups are leading the change for this growth where the number of unicorns could increase 10-fold by 2030.

National Startup Awards 2022 aims to identify outstanding startups propelling the Indian enterprise technology industry into the future.



#### Categories and Application Count for Enterprise Technology

# Business process management211Customer relationship management44Logistic management24Grand Total279

#### **Sector Snaps**

Companies Regd. In 2017–2018 – 217 Companies Regd. In 2022–2023 – 257 Grand Total – 1,572

% Change in 5 Years 524.4% increase



#startupindia

#### NEXTSCM SOLUTIONS PRIVATE LIMITED







City and State Bengaluru, Karnataka

Founder Details Rajul Jain, Anshuman Agarwal



Sector Business Process Management

#### Overview

Nextscm Solutions is a data and technology startup from Bengaluru founded in 2016 by Rajul Jain and Anshuman Agarwal. The startup focuses on improving inventory efficiency for fashion brands and retailers.

Its supply chain management platform broadly includes verticals such as technology-led merchandising and pricing, design intelligence, fulfillment technology, and services. The startup aims to help brands with their merchandising and fulfillment operations and to build systems for gathering data and have relevant algorithms for recommendations.

#### Product

The startup offers range of products as mentioned below.

- Increff Merchandising Solution: It is a smart way of optimizing inventory; assortment planning, buying, and distribution for modern retailers
- Increff WMS: It is a SaaS-based Warehouse Management (WMS) and Order Fulfilment Solution for e-commerce business
- Increff Returns Management: It helps streamline returns processing for optimizing resale value and faster re-commerce



### STYLUMIA INTELLIGENCE TECHNOLOGY PRIVATE LIMITED





City and State Bengaluru Urban, Karnataka



Founder Details Ganesh Subramanian



Sector Business Process Management

#### Overview

Stylumia Intelligence is AI-led fashion intelligence startup from Bengaluru founded in 2015 by Ganesh Subramanian. The startup enables product decision makers with actionable consumer demand intelligence using proprietary data and AI models, to help brands and retailers reduce the humongous economic and environmental wastage by 30-40%, caused by ill-informed decision making.

#### Product

Stylumia is a SaaS platform addressing two fundamental questions "What?" and "How Much?" using proven proprietary demand-sensing and demand forecasting algorithms with data at internet scale.

- Consumer Intelligence Tool: It helps to determine consumer buying behaviour across markets, geographical regions, fashion retailers/brands, categories, and styles/colours.
- Apollo: It is an advanced predictive analytics engine that uses both images and textual attributes for top-hole demand planning.
- ImaGenie: It is a predictive design tool, which processes and analyses millions of images and textual attributes of fashion styles across runways, fashion websites, and e-commerce to generate winning designs.



#### COROVER PRIVATE LIMITED







**City and State** Bengaluru Urban, Karnataka

Founder Details



Sector Ankush Sabharwal Customer Relationship Management

#### **Overview**

Corover is an AI and ML Startup from Bengaluru founded in 2016 by Ankush Sabharwal. CoRoveris the world's first and the highest ROI delivering human-centric conversational AI platform. The startup builds conversational AI Chatbot across text and voice to improve customer engagement, increase conversions and reduce support requests. The startup is on the mission to enable users to talk to any system the way they talk to an intelligent person.

#### **Product**

CoRover is a human-centric conversational AI platform, which is secure, scalable, and reliable. It is equipped with patent-pending tech (based on AI, ML, NLP, AR and VR). It powers multi-format (VideoBot, VoiceBot, ChatBot), multi-lingual (100+ also languages) and omni-channel virtual assistants.





# ENVIRONMENT



#### Overview

Environment is one of the central elements in the sustainable development of the country, and India is one of the global leaders in the adoption of environment friendly measures by enacting stringent environmental legislation and has created institutions to monitor and enforce legislation. Central to environmentally conscious development, the circular economy concept is relatively new to India. However, the concept is gaining prominence, especially with the Indian waste management industry offering huge potential, as only 30% of the 75% of recyclable waste is being recycled currently.

Innovators, young businesses, and startups realise the opportunity for environmentally friendly and conscious solutions and are developing innovations and solutions on sound business logic.



#### **Environment in National Startup Awards 2022**

With a focus on sustainable environmental focus development, NSA will recognize and support innovators and startups in their pursuit to implement environmentally friendly and conscious solutions in the area of Sanitation, Sustainable Industrial Solutions, and Waste to Value.



#### Categories and Application Count for Environment

#startupindia

Sanitation	25
Sustainable Industrial Solution	87
Waste to value	109
Grand Total	221

#### **Sector Snaps**

Companies Regd. In 2017–2018 – 84 Companies Regd. In 2022–2023 – 452 Grand Total – 704

% Change in 5 Years 638% increase



#### HYGIENITY SOLUTIONS PRIVATE LIMITED







City and State Pune, Maharashtra

Founder Details Vipul Ganesh Chavan, Adwait Joshi



Sector Environment Sanitation

#### Overview

Hygienity Solutions is a startup from Pune founded in 2021 by Vipul Ganesh Chavan & Adwait Joshi. The startup has a team of researchers and engineers who started entrepreneurial journey to come up with innovative & hygienic products, aimed at improving the sanitation process with low carbon footprints.

The startup started manufacturing 'CleanTech' products based on 'Nano Coating Technology' that keeps toilet surfaces clean and hygienic for long time.

#### Product

The startup has developed artificial, non-stick Nano coating for toilets, urinals, and basins, which keeps the toilet surface clean up to seven days without daily deep cleaning with cleaners. The product is in the form of spray coating, and it can be easily applied on surface. This coating stops stain, scale and hard water build up formation, makes the surface bacteria and odour free and minimizes water consumption for cleaning purpose.



#### KBCOLS SCIENCES PRIVATE LIMITED







City and State Pune, Maharashtra

Founder Details Vaishali M. Kulkarni, Arjun Singh Bajwa



Sector Sustainable Industrial Solutions

#### Overview

KBCols Sciences is a bioprocess tech startup from Pune founded in 2018 by Vaishali Kulkarni & Arjun Singh Bajwa. The startup is working at the forefront of manufacturing non-GMO natural bio colors extracted from the vast biodiversity of India. Today, it is combining biological sciences & imagination in everything it does, to address its responsibility towards nature & its resources.

#### Product

KBCols produces bio-colours which are natural, sustainable, and reproducible in shade, paving a new era in fashion technology, personal care, food, feed and many more.

KBCols is sourcing and isolating natural brown colour, natural blue colour, natural green colour, and natural pink colour from microorganisms and applying them in textiles. The bio-colours are a universal drop in solution which can be used to dye majority kinds of natural and synthetic fibres including cotton, linen, wool, viscose, silk, polyester, ramie, and different blends.



#### INFINITA BIOTECH PRIVATE LIMITED





City and State Vadodara, Gujarat



Founder Details Adarsh Desai, Sonal Desai



Sector Environment Waste to Value

#### Overview

Infinita Biotech is a Agritech and Farming startup from Vadodara founded in 2015 by Adarsh Desai & Sonal Desai. The startup was founded with a vision to help create a cleaner and greener future. The startup is attributed to provide innovative, effective, & high-quality eco-friendly solutions to meet customer specific requirements covering all the major industries. The startup works towards the betterment of society by reducing carbon footprints and shifting more and more industries towards the same path, by replacing their chemical-based solutions with eco-friendly enzymatic solutions.

#### Product

Infinita, over the years, has developed a wide range of eco-friendly products for many industrial segments which motivates the end users to switch to these products while providing equivalent results when compared to conventional solutions.

Infinita Biotech is engaged in manufacturing, marketing, and creating customized enzyme formulations, for various specialized industries. It is recognised by the Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India.

It manufactures eco-friendly enzymatic solutions for an array of industries such asdistillery, sugar, brewery, pharmaceuticals, detergent, pulp & paper, textile among others.





# FINTECH



#### Overview

Fintech sector has come up as a focal point in India's growth story; with technology paving the way for revolutionising payments, lending, wealth technology (wealthtech), personal finance management, insurance technology (insurtech), regulation technology (regtech), etc.

The Indian Fintech market currently stands as the third largest fintech ecosystem in the world, The sector is currently valued at around USD 31 billion and is expected to reach a value of around USD 150 billion by 2025 as published in economic times. Over the period, India has truly emerged as one of the biggest fintech hubs in the world as new-age companies leveraged technology to change the way people and businesses avail banking and financial services.

#### Fintech in National Startup Awards 2022

Fintech is a leading example of inclusivity in an increasingly complex national and global economic scenario. NSA is aiming to recognise outstanding players which will be leading the charge of inclusive growth in the Indian financial system and recognise the country's potential as the fintech centre of the world.


#### Categories and Application Count for Fintech

#startupindia

(	Financial inclusion	104	
(	Financial literacy	18	
$\mathcal{L}$	Insurance	13	
(	Grand Total	135	

#### **Sector Snaps**

Companies Regd. In 2017-2018 - 231 Companies Regd. In 2022-2023 - 592 Grand Total - 2,676

% Change in 5 Years 958.4% increase

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## WHRRL FINTECH SOLUTIONS





City and State Thane, Maharashtra



Founder Details Ashish Anand, Falguni Pandit



Sector Fintech Financial Inclusion

#### Overview

Whrrl Fintech is a Blockchain FinTech Startup from Mumbai founded in 2019 by Ashish Anand & Falguni Pandit. The startup is revolutionising the post-harvest ecosystem through its integrated blockchain platform providing warehousing, warehouse receipt finance & market place facilities to the farmers. The startup helps to solve the problems such as distress sale, access to finance & market linkage issues faced by farmers and simultaneously reduces the fraud risk faced by banks in the segment.

The startup helps farmers, traders, and producer companies in raising working capital to tide over lengthy crop cycles ranging from 6 to 12 Months.

#### Product

Whrrl collects data from warehouses with the help of IoT devices and puts that data on blockchain creating an immutable record of collateral and its attributes such asownership, quality, and location. The service helps lenders in making informed decisions, cuts the role of intermediaries and reduces the risk of fraud.



## CHANGEJAR TECHNOLOGIES PRIVATE LIMITED





City and State Bengaluru Urban, Karnataka

#### Overview



Founder Details Nishchay AG, Misbah Ashraf



Sector Fintech Financial Inclusion

Changejar Technologies is an investment tech startup from Bengaluru founded in 2021 by Nishchay AG & Misbah Ashraf. The startup promotes micro-savings through its application-based product. The startup aims to help millions of Indians rediscover the undeniable, cumulative advantages of savings some amounts every single day. The startup intends to reintroduce this generation to the concept of piggy banks, by helping them save in digital gold and staying bank agnostic so that no matter who a user banks with, they can always save using Jar.

#### Product

Jar is a platform which promotes micro-savings, starting from as little as Re.1. It detects digital spends from a phone which are not in round figure and rounds it off to the nearest 10 to invest in digital gold additionally, allowing users to save a fixed daily amount. Users can withdraw their savings anytime and cash directly into their bank or get their gold physically delivered to them.



#### MICRONSURE CONSULTANCY PRIVATE LIMITED







Founder Details Palavalasa Sai Kamalakar Rao



#### Sector Insurance

Overview

MicroNsure is a technology-led insurance consultancy and distribution startup from Ranga Reddy, Telangana founded in 2020 by Palavalasa Sai Kamalakar Rao. The startup is a technology-led insurance solution provider, committed to bring financial inclusion to the low-income population.

## Product

The startup's business model combines three essential aspects of the microinsurance supply chain to provide end-to-end service to our partners.

- Technology: The startup's in-house proprietary technology helps our customers and partners to manage the processes efficiently and effectively, enabling faster issuance, zero documentation, faster claim processing, accurate reports, renewals, Policy Management Services, all QRC (Query Request Compliant) & training material.
- 2. Consulting: This vertical deals with existing Distribution Networks in the micro space on how-to- Build an Insurance Portfolio and Insurance companies.
- 3. Distribution: It helps to create products for the MICRO Segment, get it underwritten by the Insurance companies and take it to the end customers through intermediation. The startup is a licensed Direct Insurance broker registered with IRDAI for this.



## HEALTH AND WELLNESS



#### Overview

India has made huge strides in its healthcare delivery, and this has been most evident in the way healthcare professionals, and enterprises have come forward and taken charge in the COVID-19 pandemic. The economic upside of a strong healthcare system is enormous, including a healthy working population and the potential to become a centre for global medical tourism.

Initiatives such as National Health Mission, Ayushman Bharat, and PM-JAY have greatly contributed to the availability of healthcare for the masses in the country. The results of the same are evident in the access to treatments during the pandemic, and the insurance coverage on account of the Pradhan Mantri Jeevan Jyoti Bima Yojana, which has significantly reduced the financial burden on the affected population.



# Healthcare and Wellness in National Startup Awards 2022

The entire value chain of the healthcare industry is undergoing a huge transformation on account of technology adoption in reducing the cost of healthcare, accessibility of healthcare facilities, early diagnosis, and effective treatment. NSA aims to recognize exceptional startups and innovations across the healthcare value chain along with wellness and alternative medicine (AYUSH). Mental well-being has also been introduced under this category in National Startup Awards in 2022 and received a good number of applications.



#### Categories and Application Count for Healthcare and Wellness

#### #startupindia

Access to healthcare	146
Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)	38
Diagnostics	25
Fitness and Sports	29
Life Sciences	35
Medical devices including affordable, point of care	129
Mental Wellbeing	40
Grand Total	442

#### **Sector Snaps**

Companies Regd. In 2017-2018 - 173 Companies Regd. In 2022-2023 - 492 Grand Total - 2151

% Change in 5 Years 1,043.3% increase

#### MEDULANCE HEALTHCARE PRIVATE LIMITED







City and State South Delhi, Delhi

Founder Details Pranav Bajaj, Ravjot Singh Arora



Sector Health and Wellness Access to Healthcare

#### Overview

Medulance Healthcare is a healthcare startup from Delhi founded in 2017 by Pranav Bajaj and Ravjot Singh Arora. The startup is looking to solve the problem of ambulance availability by digitising the medical transportation segment.

The startup provides end to end emergency response service, GPS enabled high quality ambulances, Emergency Management Technology, trained drivers, and certified paramedics, (covering 40 cities in India, mostly all metros and tier 2 cities) and a dedicated helpline number. The startup is upgrading and digitizing the traditional channels usually used to seek help. The technology platforms are built to connect the customers and the ambulance owners directly with each other effectively, in times of dire need.

#### Product

Medulance Healthcare offers the following services:

- MeduERS: A dedicated fixed ambulance service
- MeduEMS: A dedicated ambulance + tech + manpower
- MeduTrain: A First-aid training
- MeduClinic: An in-house medical room facility
- MeduRide: Ambulance on-demand
- MeduTech: Integrated ambulance management systems
- MeduGov: PPP with Government
- MeduAlert: A dedicated emergency helpline system



#### MALLIPATHRA NUTRACEUTICAI **PRIVATE LIMITED**









Founder Details Dr Mousumi Mondal



Sector Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy (AYUSH)

#### **Overview**

Mallipathra Nutraceuticals is a Bengaluru based startup founded in 2016 by Dr Mousumi Mondal. The startup is cultivating the world's costliest, high medicinal value instilled cordyceps mushrooms. Cordyceps are known to have several medicinal properties such as anticancer, antioxidants, enhances immunity and enhances stamina among people.

#### Product

The startup has developed a novel processing technique to cultivate these cordyceps in an artificial environmental condition within 60 days, as opposed to 365 days in nature

The startup has a wide range of products which includes cordyceps capsules, cordyceps fruiting body, cordyceps powder, cordyceps tea and cordyceps mat/chips among others.



## PRANTAE SOLUTIONS (OPC) PVT







Founder Details

Dr. Sumona Karjee

Mishra



Sector Health and Wellness Diagnostics

#### Overview

Prantae Solutions is a healthcare solution startup from Bhubaneshwar founded in 2015 by Dr. Sumona Karjee Mishra. Prantae Solution develops inventive and innovative products to enable decentralization of early diagnostics to achieve healthy India and a healthy world. The startup also aims to provide affordable diagnosis for pregnant women.

#### Product

Prantae is a healthcare solution startup that develops products which help in early diagnostics.

- ProFlo-U: It is a self-monitoring urine microalbumin measurement system to keep track of kidney function.
- EyeRa: It is a range of nano sensors, which can be customised based on the application.
- EyeRa-sense: It is designed to work with the EyeRa range of sensors that help in quantitating biomarkers. This can be used for research or diagnostic applications. A one-solution-fits-all unit has also been designed.

Prantae has also developed various Covid-19 related kits such as Magnetic nanoparticle-based Embargo Viral Nucleic Acid Isolation kit, MagnaLisa SARS CoV2 (IgG+IgM) on-bedimmunodetection and 96 well plate reader and Tube cartridge reader.



## ALGORITHMIC BIOLOGICS PRIVATE LIMITED









City and State Bengaluru Urban, Karnataka

Founder Details Gopalkrishnan, Bhanu Priya Vaddiparthi

Sector Health and Wellness Life Sciences

#### Overview

Algorithmic Biologics is a deep tech startup from Bengaluru founded in 2021 by Manoj Gopalkrishnan, & Bhanu Priya Vaddiparthi. The startup provides cloud-delivered services to diagnostic labs that increases their efficiency by 20 times without any additional capex investment and leads to a 90% reduction in operating cost, effort, and analysis time per sample. The startup is seeking to enhance molecular technologies and enable innovation for healthcare, agriculture, animal husbandry, pharma, food safety, and other verticals where molecular information is significant.

#### Product

The startup's first product Tapestry is a software molecular compression technology which is helping inlarge-scale asymptomatic screening in an affordable, scalable, and frequent manner. The applications of the product are next-generation sequencing, research, food testing, Covid-19 testing, new-born screening and NAT testing.



### JC ORTHOHEAL PRIVATE LIMITED



City and State Vadodara, Gujarat

#### Overview



Founder Details Dr Pankajkumar Chhatrala, Nidhi Chhatrala





Sector Medical Devices (including affordable point of care)

JC Orthoheal is med-tech startup from Vadodara founded in 2015 by Dr Pankajkumar Chhatrala & Nidhi Chhatrala. The startup focuses especially on the orthopaedics medical devices segment. The startup strives to use the technology at hand to develop devices and products that can offer an array of innovative solutions for the patients thereby providing better care for them. The startup emphasises on improving the patient experience while undergoing therapy and coming up with solutions for the same. The startup leverages existing knowledge and technology to identify key challenges and provides solutions to the largely ignored patient needs in the best possible way.

- FlexiOH is the first-of-its-kind orthopaedic immobilizer that has the rigidity to hold the fractured part and ensure proper skin ventilation. It comes across as an easy solution to fix wearable material on the injured part.
- Light treatment completes the curing process and makes the FlexiOH rigid. The process takes about 3-10 minutes, depending on the size of FlexiOH immobilizer. After the course of therapy, FlexiOH can be removed without the use of any other external cast cutter or spreader.



### YOURDOST HEALTH SOLUTIONS PRIVATE LIMITED





City and State Bengaluru Urban, Karnataka

#### Overview



Founder Details Richa Singh, Puneet Manuja

Sector Health and Wellness Mental Wellbeing

YourDOST Health Solutions is a healthcare startup from Bengaluru founded in 2015 by Richa Singh & Puneet Manuja. The startup provides an online counselling and emotional support platform designed to foster mental wellness With 900+ experts on the platform, users can reach out to them 24x7, for guidance related to anxiety, relationships, career, academics, sexual wellness, and self-improvement, among other things. YourDOST has touched over 20 lakh lives through its services so far. The startup has helped over 300+ corporates, educational and government institutes to build resilient communities.

#### Product

YourDOST offers an online counselling and emotional support platform that connects the concerned person with the right expert from its panel consisting of psychologists, psychotherapists, counsellors, life coaches and career coaches, who understand and guide through completely confidential individual sessions.

It provides secure and multi-modal support (chat-based counselling, aggregate analytics, audio/video sessions etc.)





## **INDUSTRY 4.0**



#### Overview

Industry 4.0 is ushering in a new age of connected technologies and data-driven insights and changing the way we work and interact with each other. Innovative technologies, such as artificial intelligence (AI), mass automation, industrial communications, big data, robotics, and 3D printing are transforming the global manufacturing and industrial landscape.

India realizes the opportunity and has taken up initiatives such as SAMARTH (Smart Advanced Manufacturing and Rapid Transformation Hub) - Udyog Bharat 4.0 for the promotion of adoption and implementation of industry 4.0 solutions in the country.



#### Industry 4.0 in National Startup Awards 2022

Startups and innovators are coming up with various solutions covering manufacturing and services, including e-commerce and construction for the adoption of technology measures in driving efficiency, quality, and user experience. National Startup Awards will recognises these players ushering in the new age of growth and tech adoption in the Indian manufacturing and services.



#### #startupindia

#### Categories and Application Count for Industry 4.0

3D Printing	6
Augmented Reality Products We	earables 14
Computer Vision	41
Internet of Things	102
Robotics	36
Grand Total	201

#### **Sector Snaps**

Companies Regd. In 2017-2018 - 353 Companies Regd. In 2022-2023 - 330 Grand Total - 2,239

## % Change in 5 Years 532.5% increase



#### AMACE SOLUTIONS PRIVATE LIMITED





City and State Bengaluru, Karnataka

#### Overview

Founder Details Lagadamane Shankarnarayana Umesh



amace

Sector Industry 4.0 3D Printing

Amace Solutions is a 3D metal printing startup from Bengaluru founded in 2018 by Lagadamane Shankarnarayana Umesh. The startup is an end-to-end metal additive manufacturing solutions provider, and is a part of the Ace Micromatic Group. The startup is one of the first-of-its-kind in the country to launch its own indigenously developed metal 3D printing machine based on uncapitalise power bed fusion technology, the STLR-400.

#### Product

The STLR-400 machine has been designed and developed to suit serial production applications, not just for prototype manufacturing. It features a dual laser system with a full scan field covered by two high-powered 1kW lasers. It can also print a wide range of materials such as stainless steels, aluminium alloys, maraging steels, inconel, and titanium alloys among others.



#### SANDLOGIC TECHNOLOGIES PRIVATE LIMITED





City and State Bengaluru, Karnataka



Sector Industry 4.0 Computer Vision

#### Overview

Sandlogic Technologies is an AI and ML startup from Bengaluru founded in 2016 by Devaki Kamalakar & Radhika Kanigiri. The startup provides a web-based interface that is easy to adopt & scale on any kind of web browser or system. It uses state of the art, scalable architecture as a backbone which enables customers to go from a minimum of 1 camera to 1000 cameras at one go. It also provides functionality that can add 40+ EHS compliances with a simple click on Graphical User Interface (GUI).

#### Product

SandLogic has developed a ready-to-deploy workplace safety solution which leverages homegrown deep learning models to monitor their workplace, receive real-time unsafe act notifications and operationalise compliance procedures.

- EdgeMatrix.io: It is designed to accelerate the development & porting of deep learning models on edge devices.
- TXTR: It offers options for uploading multiple numbers of document or API connection to process image, handwritten notes, or any unstructured data.



#### IROV TECHNOLOGIES PRIVATE LIMITED



EyeROV





City and State Ernakulam, Kerala

Founder Details Johns T Mathai, Kannappa Palaniappan P



Sector Industry 4.0 Robotics

#### Overview

EyeROV is a deep technology robotics startup from Ernakulam, Kerala founded in 2017 by Johns T Mathai and Kannappa Palaniappan P. The startup designs and manufactures industrial-grade underwater drones which can help the asset owners inspect underwater infrastructure efficiently, with minimal risk and high-quality data.

- EyeROV TUNA: India's first commercial underwater Drone/Remotely Operated Vehicle (ROV). EyeROV TUNA has completed over 1000+ hours of operation doing an underwater inspection of dams, bridges, ports, offshore structures, ship hulls, oil pipelines among others.
- EyeROV TURT: The equipment has the capability to integrate various industrial payloads and comprises high-quality material for a depth rating of 200m.



#### LAB TO MARKET INNOVATIONS PVT LTD







City and State Bengaluru, Karnataka

Founder Details Sreenivasa Rao Ganapa S K Sinha I



Sector Industry 4.0 Internet of Things

#### Overview

Lab To Market Innovations (L2M Rail) is an industry 4.0 startup from Bengaluru founded in 2016 by Sreenivasa Rao Ganapa & S K Sinha. L2M Rail is a robust engineering and R&D startup working on Industry 4.0 technologies based on complex Cyber-Physical Systems (CPS)—the revolutionary combination of internet of things (IoT), artificial intelligence (AI), machine learning, big data & analytics, cloud computing, 5G and physical objects.

- The startup has developed the Fiber Bragg Grating (FBG) sensing technology. Most
  of its innovations are focused towards digital rail revolutions. It includes
  insensitivity to electromagnetic interference, freedom from sparking electrostatic
  discharge, lightweight and flexible harness, flexible sensor distribution at remote
  locations in the structure.
- FBG technology-based Wheel Impact Load Detector (F-WILD): It helps in timely
  detection of defective wheels and predictive maintenance of rolling stock. It
  captures the wheel signature as a train moves over the instrumented zone of the
  track and processes data in real-time.



## LYNKIT SOLUTIONS PRIVATE LIMITED



City and State New Delhi, Delhi



Founder Details Uddhav Kumar, Sadhika Kumar





Sector Industry 4.0 Internet of Things

#### Overview

Lynkit Solutions is a technology product-based startup from Delhi founded in 2019 by Uddhav Kumar & Sadhika Kumar. The startup provides end-to-end supply chain management solutions through its proprietary products. The startup utilises IoT, blockchain, machine learning, artificial intelligence, augmented reality, industrial automation, and OCR to track, digitise, automate, and analyse different processes of the supply chain.

- Lynkgrid: The product allows container terminals to locate, stack and retrieve containers as well as efficiently manage their on-site staff and equipment utilization.
- LynTrac: It is an asset tracking and security solution program for cargo trucks, oil tankers, cargo trains and containers or other moveable assets.
- Lynkit.io: Blockchain based platform for transport and supply chain management, this product has been showcased by the Linux Foundation as a business-ready application at their global blockchain showcase.





## **MEDIA AND ENTERTAINMENT**



#### Overview

At present, there is a high dependency on the internet and online system. When it comes to the media and entertainment (M&E) industry, it has grown significantly over the past few years. The increasing availability of fast and accessible internet, rising incomes, and increasing purchases of consumer durables have significantly aided the industry.

Tech and digital adoption in the M&E industry has also made a significant impact on the Indian economy. India has also experienced growing opportunities in the VFX sector as the focus shifted globally to India as a preferred content creator.



#### Media and Entertainment in National Startup Awards 2022

Media and Entertainment was introduced in National Startup Awards in 2022 with an aim to recognize exceptional startups in the sector. National Startup Awards 2022 aims to recognise the innovations in the areas of animation, gaming, and production & post-production; an area where a high degree of innovation and efficiency is required to compete at the global level.



#### Categories and Application Count for Media & Entertainment

Animation	10
Gaming	11
Production & Post-Production	52
Grand Total	73

#### **Sector Snaps**

Companies Regd. In 2017–2018 – **137** Companies Regd. In 2022–2023 – **229** Grand Total – 1,288

## % Change in 5 Years 740.1% increase



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## QUIDICH INNOVATION LABS PRIVATE LIMITED



City and State Mumbai, Maharashtra



Founder Details Rahat Kulshreshtha, Gaurav Anil Mehta



QUIDICH

Sector Production & Post-Production



Quidich Innovation Labs is a broadcast technology startup from Mumbai founded in 2015 by Rahat Kulshreshtha & Gaurav Anil Mehta. Quidich is currently catering to some of the biggest names in the sports broadcast, media, and entertainment industries in over 25 countries across the globe. The startup identifies gaps in the broadcast and film industry to introduce new and innovative technology, which helps its customers enhance the storytelling of the production.

- BuggyQam: A revolutionary camera system that allows smooth movement along low angles. It has a 5-axis-stabilized camera that prevents any jitter.
- CopterQam: With the highest standards of safety, best-in-class payload capabilities and hours of operator experience, it can fly any camera on its aerial platforms.
- QuidichTracker (QT): Its proprietary player tracking and visualization solution that uses optical tracking and computer vision to display an always-live field plot showing player placements, changes, and player distances in real-time.
- Spatio: It is the is the world's first system to offer broadcast-grade AR graphics on live drone feed. Integrates with match scoring data and updates automatically.



## FILMBOARD MOVIE TECHNOLOGIES PRIVATE LIMITED





City and State Mumbai, Maharashtra



Founder Details Sandeep Varma, Rajesh Butta



Sector Production & Post-Production

Overview

Filmboard Movie Technologies is a e-commerce startup from Mumbai founded in 2020 by Sandeep Varma & Rajesh Butta. The Filmboard platform enables producers and filmmakers to book any film related talent, crew, services and locations in a few easy steps. It covers the entire range of services required to make any film. The service helps in streamlining production, bringing in transparency & control to the process.

- The first solution from Filmboard is a verified, rated, and reviewed marketplace for film production services with the largest database in India where buyers (producers/ filmmakers) can book any film related requirement.
- Remote Live Recces: Filmmakers can extensively survey a prospective shooting location from thousands of miles away where it can relay video in high resolution HD format shot by a local cameraman.



## SECURITY



#### Overview

With increasing dependency on the web and online systems, security has become one of the most critical elements in the day to day lives of individuals, both in personal and professional capacity. India's focus on the same has shown significant results, as also witnessed with India entering the top 10 of Global Cybersecurity Ranking of countries, improving from 47 to 10 in the United Nation's ITU Global Cybersecurity Agenda (GCA).

Tech solutions have also made a significant impact on citizen security with the integration of artificial intelligence, and machine learning in security solutions contributing to the law-and-order situation in the county. Security & safety systems have become a necessary function in business, especially with the advent of AI and ML complicating the already complex cyber domain.



#### Security in National Startup Awards 2022

National Startup Awards aims to recognise the innovations in the areas of cyber-security and security & safety systems; an area where a high degree of innovation is required to compete at the global level.



#### Categories and Application Count for Security

#startupindia

5	Cyber Security	47	$\bigcirc$
	Security & safety systems	34	
	Grand Total	81	

#### **Sector Snaps**

Companies Regd. In 2017-2018 - **54** Companies Regd. In 2022-2023 - **191** Grand Total - 882

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% Change in 5 Years 1,433.3% increase
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# QUNU LABS PRIVATE LIMITED Q -> N U



City and State Bengaluru, Karnataka

Founder Details Sunil Gupta, Mark Mathias



Sector Security Cyber Security

#### Overview

Qunu Labs (QNu Labs) is a cyber security startup from Bengaluru founded in 2016 by Sunil Gupta & Mark Mathias. The startup provides quantum-safe and quantum resistant data encryption, secure key generation and quantum key distribution solutions and services to the financial industry, telecom service providers, large and medium enterprises, defence, and government organisations worldwide to protect their assets from current vulnerabilities and future attacks that may arise.

- Quantum Key Distribution (Armos): It protects critical infrastructure, providing quantum resilience to ensure that data in transit is always safe. It uses a series of photons to transmit keys from one point to another over a fibre cable. The photons are generated randomly, which are in quantum state.
- Quantum Random Number Generator (Tropos): It uses the principles of quantum mechanics to generate truly random numbers.



#### ATOM ALLOYS INDIA PRIVATE LIMITED





City and State Thane, Maharashtra

Founder Details Vinod Menon, Ajit Kumar TP



Sector Security and Safety Systems

Overview

Atom Alloys India (ATOM) is a safety solution startup from Thane, Maharashtra founded in 2016 by Vinod Menon & Ajit Kumar TP. ATOM brings an innovative and patented explosion prevention system against fuel and gas tank explosions that could drive efficiency and safety agendas critical to the industry.

#### Product

ATOM offers ready-made products and specialised protection solutions that can be custom designed and implemented within industry systems. Its Advanced Explosion Prevention System (AEPS) bases its functionality on three fundamental working principles: thermal conductance, flame quenching, and structured packing.

ATOM has developed a technological system to secure your business from fuel tank explosion. Our range of advanced solutions address such explosions from flammable liquids and vapours of diesel, gasoline (petrol), kerosene, lpg, naphtha, atf, marine diesel, propane gas and ethanol.





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## SPACE

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#### Overview

Over the recent years, the Indian space economy has grown significantly. India is one of the most significant global players in the space sector; projected to increase at a ~48% CAGR over the next five years to reach USD 50 billion. ISRO has been actively contributing to create an ecosystem with well-developed space programs.

The country has also realised that private participation is a must to realise this growth potential, specially to penetrate satellite-based services and ground-based system segments. In this regard, India has taken measures that enable the private sector to participate in or undertake a range of space activities.



#### Space in National Startup Awards 2022

The sector has been a significant success story for Indian startups where tech players are utilizing their skills and knowledge to develop solutions in the space sector value chain, not only to make India self-sufficient but also to become a global leader.

#### #startupindia

24

#### Categories and Application Count for Space

Space Technologies (including launch vehicles, applications, spacecraft technologies)

#### **Sector Snaps**

Companies Regd. In 2017–2018 – **0** Companies Regd. In 2022–2023 – **23** Grand Total – 48

#### % Change in 5 Years 48%



## DIGANTARA RESEARCH AND TECHNOLOGIES PRIVATE LIMITED



City and State Pauri Garhwal, Uttarakhand



Founder Details Anirudh N Sharma, Rahul Rawat



DIGANTARA

Sector Space Space Technologies

#### Overview

Digantara Research and Technologies is an Indian space technology startup from Bengaluru founded in 2018 by Anirudh Sharma & Rahul Rawat. Digantara is building the world's first in-situ active orbital surveillance platform (Space-MAP), using a constellation of high-resolution nanosatellites to detect, track and predict Resident Space Objects (RSO) in Low Earth Orbit (LEO). The startup's nanosatellite subsystems are in prototyping, validation, or assembly phase.

#### Product

Digantara's end-to-end ecosystem addresses the difficulties of space operations and situational awareness by simplifying operations for the stakeholders.

- Space Climate and Object Tracker (SCOT): It is a patented advanced space surveillance sensor (satellite payload) that tracks resident space objects (RSO) & monitors space weather.
- Orbital Engine (OrEng): A software package that processes SCOT data into orbital insights.
- Space Awareness Data and Analysis Product (Space-ADAPT): It is a conglomerate
  of products built from the data derived out of SCOT and OrEng.





## TRANSPORT


#### Overview

Transport forms the backbone of any economy, and an efficient transportation and logistics system is one of the key indicators of a growing and developed economy. India has taken huge initiatives in the sector including record number of construction of highways in the country, fast paced development of dedicated freight corridors, development/expansion of airports with a focus on cargo movement, expansion in ports infrastructure and tech adoption in the associated systems for transportation in the country.

These initiatives and the increase in the fast-paced goods and services movement have led to new-age solutions coming in the transportation and logistics sector of the country. This is witnessed by the unicorns which have developed in the logistics industry in the past 3 years.



#### **Transport in National Startup Awards 2022**

Transport is one of the key areas of focus for the economic development of the country. National Startup Awards 2022 is at the forefront of recognising exceptional startups in the areas as well as supporting them in their journey to make Indian transportation and logistics future-proof.



### Categories and Application Count for Transport

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103

Freight & logistics services 35 Transport services and infrastructure 68

**Grand Total** 

### **Sector Snaps**

Companies Regd. In 2017-2018 - **153** Companies Regd. In 2022-2023 - **215** Grand Total - 1,342

# % Change in 5 Years 677.1% increase



### COGOS TECHNOLOGIES PRIVATE LIMIT ED







City and State Bengaluru, Karnataka

Founder Details Prasad Sreeram, Dr Katta Rama Mohan



Sector Freight and Logistics Services

#### Overview

COGOS Technologies (COGOS) is a hardware and technology startup from Bengaluru founded in 2016 by Prasad Sreeram & Dr Rama Mohan Katta. The startup offers a one stop destination for intra city transportation. Keeping up with the pace of changing requirements, it has built a robust technological background with the intelligently integrated advanced sensors, IoT, AI/ML based analytics and third-party applications to accelerate the upliftment of our fellow trucker entrepreneurs and clients.

#### Product

COGOS platform provides the shippers to plan, schedule and assign the required fleet for city deliveries, while the truckers are digitally on boarded on the platform with the fleet of payload capacity being 500 Kgs to 21,000 Kgs. This wide variety of fleet and data driven platform helps to optimally allocate capacity with the demand.



### REVAMP MOTO PRIVATE LIMITED









City and State Nashik, Maharashtra

Founder Details Pritesh Mahajan, Jayesh Tope

Sector Transport services and Infrastructure

### Overview

Revamp Moto is an electric vehicle (EV) startup from Nashik founded in 2021 by Pritesh Mahajan & Jayesh Tope. The startup focused on mobility solutions for micro-entrepreneurs, such as last-mile delivery agents, farmers, and street vendors. The team is developing electric two-wheelers based on a modular utility platform, which is customisable with various functional attachments.

#### Product

Based on a modular utility platform, electric two-wheelers have been launched by the startup.

- RM Mitra: A utility vehicle designed for microentrepreneurs with attachments such as mono seat, rear seat, food delivery box, crate holder, folding table, food stall. This vehicle has a load capacity of 200kgs.
- RM 25: A low speed electric scooter. It can have attachments such as grab handle, back rack, back plate, delivery basket, panniers, food box. This vehicle has load capacity of 120kgs.





# SPECIAL CATEGORY





# WOMEN LED STARTUP



### ALGORITHMIC BIOLOGICS PRIVATE LIMITED









City and StateFounder DetailsSectorBengaluru Urban,Manoj Gopalkrishnan,Special CategoryKarnatakaBhanu Priya VaddiparthiWomen Led Startup

### Overview

Algorithmic Biologics is a biotech startup from Bengaluru founded in 2021 by Ms. Bhanu Priya Vaddiparthi & Mr Manoj Gopalkrishnan. The startup is bringing the power of algorithms to biotechnology-based industries by building the information processing layer for biological data. The startup seeking to enhance molecular technologies and enable innovation for healthcare, agriculture, animal husbandry, pharma, food safety, and other verticals where molecular information is significant.

#### Product

The startup's first product Tapestry is a software molecular compression technology which is helping do large-scale asymptomatic screening in an affordable, scalable, and frequent manner. The applications of the product are next-generation sequencing, research, food testing, Covid-19 testing, new-born screening and NAT testing.



# **RURAL IMPACT STARTUP**

### NATURA CROP CARE







City and State Bengaluru Rural, Karnataka

Founder Details Manoj Kumar Rupa, Gavaskar Jayakanthan



Sector Agriculture Productivity

#### Overview

Natura Crop Care is a sustainable farm input manufacturing startup from Bengaluru founded in 2017 by Manoj Kumar Rupa & Gavaskar Jayakanthan. With its unique understanding of microbial plant interactions in nature, Natura is validating to the current scenario of increasing global sustainable agriculture horticulture produce. Natura has developed biological and botanical products to meet the demand of residue free produce. These products are serving farmers across the globe in plant-soil health management and plant nutrition management.

#### Product

NaturActiv+ is a fruitfly trap that controls fruit fly damage in fruits and vegetables by innovative smart gravity-controlled release mechanism with high energy efficiency and high target specificity.

- It is a green pest control technique suitable for integrated pest management
- One trap and lure can be used for one full crop season without lure replacement
- It reduces chemical insecticide usage by farmers and is eco-friendly
- The products variants are biofertilizers, biopesticides, bio stimulants, crop-specific micronutrients, insect traps and bio shelf-life enhancers



### STARTUPS FROM NORTH-EAST AND HILLY STATES AND UTs



### PRIMARY HEALTHTECH PRIVATE LIMITED





City and State Kamrup, Assam

Founder Details

Sahil Jagnani,

Dr Pooja Poddar



Sector Startups from North-East and Hilly States and UTs

#### Overview

Primary Healthtech is a healthcare startup from Kamrup, founded in 2018 by Sahil Jagnani and Dr Pooja Poddar. The startup is a rapidly growing startup with a vision to develop next generation healthcare predictive diagnostics, which is affordable and accessible to the masses.

#### Product

The startup has innovated "Mobilab" which is an affordable, portable IoT enabled smart multi-diagnostic device for chronic diseases. Mobilab is capable of analysing more than 25 parameters for diagnosis of kidney, liver, pancreas, heart problems, etc.

Using nanotechnology, advanced optics and optimised algorithms, the product can perform diagnostic tests at low volume with better accuracy. The platform generates real time data, electronic health records and patient data profile. This data profile of a specific patient after analysis and predictive algorithms provides health insights which are vital for disease management.





### INCUBATORS AND ACCELERATORS





# INCUBATORS



## **T-HUB FOUNDATION**





City and State Hyderabad, Telangana

### Overview



CEO Details



Sector Incubators

T-Hub enables and empowers an ecosystem hungry for innovation. T-Hub is a premier innovation hub and ecosystem enabler based out of Hyderabad, India and strives to create impact for startups, corporations, and other ecosystem stakeholders.

### Contribution

- T-Hub has elevated innovation for leading national and global corporations, transforming their business models for the better. Collaborating with innovation partners and enablers in Telangana, India and across the world, T-Hub is building a future-ready innovation ecosystem. T-Hub has provided 2000+ national and international startups access to superior technology, talent, mentors, customers, corporates, investors, and government agencies, among other innovation ecosystem stakeholders.
- T-Hub continuously engages various stakeholders of the Indian ecosystems through various initiatives like:
  - Confluence: A platform for startups to showcase their products and services to the Top corporates across India
  - Community Connect: A monthly flagship event that brings together founders from various industries to share best practices, launch products and network
  - Engage: An event that recognizes the efforts of our mentors and provides a platform for startup-mentor dating
  - Investor Connect: A platform to bring together investment ready startups and potential investors together
  - Womenpreneurs: An event to celebrate the wins and contributions of women entrepreneurs.



#### CENTRE FOR CELLULAR AND MOLECULAR PLATFORMS (C-CAMI Centre for Cellular and Molecular Platforms





City and State Bengaluru, Karnataka

CEO Details



Sector Incubators

### Overview

The Centre for Cellular and Molecular Platforms (C-CAMP) is a Department of Biotechnology (DBT, Government Of India) initiative established in 2009 to enable cutting-edge bio-science research, innovation and entrepreneurship. In just over 10 years of its existence, C-CAMP has emerged as one of the most thriving hubs for high-tech deep science innovations in the field of life sciences in the country. C-CAMP has nurtured and supported over 250 innovative startups working in all areas of life sciences through early-stage funding, incubation, and mentorship so far. C-CAMP startups have been recognised not only nationally but globally as well. Along with basic funding and infrastructure/incubation support, C-CAMP also nurtures its entrepreneurs and startups with high-end technology platforms, dedicated MedTech and agriculture facilities and various other programs focusing on different fields including affordable healthcare, geriatrics, maternal & child health, antimicrobial resistance, COVID-19, MedTech, agriculture & clean tech.

#### Contribution

C-CAMP holds a series of entrepreneurship workshops and critical networking events and has conducted over 130 events and training programs in last 2-3 years. The incubator conducts various workshops and seminars for the startups on relevant topics such as intellectual property, regulatory aspects, and funding among others.





# ACCELERATORS



### **CISCO LAUNCHPAD**



City and State Bengaluru, Karnataka

Overview



Head Details Sruthi Kannan



Sector

Accelerators

LaunchPad

.....

CISCO

Cisco LaunchPad is a B2B corporate accelerator program that propels deeptech startups working in disruptive technologies. The program runs in line with Cisco's goal of developing solutions that bring value to the organisation and the society through collaboration.

- Cisco LaunchPad actively hosts and participates in various programs that bring stakeholders together to be a part of knowledge sharing sessions, networking platforms, and showcasing startup innovation. LaunchPad believes in the power of community which together will transform India.
- Cisco LaunchPad recognises the importance of giving back to startup communities and each one of these startups makes our efforts count.
- Cisco LaunchPad partners with key stakeholders that will showcase their portfolio startups in various events.



### Winners of National Startup Awards 2022

FRUVETECH PRIVATE LIMITED	Agriculture
NATURA CROP CARE	Agriculture
WOLKUS TECHNOLOGY SOLUTIONS PRIVATE LIMITED	Agriculture
HYDROGREENS AGRI SOLUTIONS PRIVATE LIMITED	Animal Husbandry
MICOB PRIVATE LIMITED	Construction
HIMALAYAN HEMP INDUSTRIES PRIVATE LIMITED	Construction
LOG 9 MATERIALS SCIENTIFIC PRIVATE LIMITED	Energy
RENKUBE PRIVATE LIMITED	Energy
INDIGENOUS ENERGY STORAGE TECHNOLOGIES PRIVATE LIMITED	Energy
TRESTLE LABS PRIVATE LIMITED	Education and Skill Developement
TESTBOOK EDU SOLUTIONS PRIVATE LIMITED	Education and Skill Developement

### #startupindia

MAKERINME TECHNOLOGIES PRIVATE LIMITED	Education and Skill Developement
TRASCENDER SERVICES PRIVATE LIMITED	Education and Skill Developement
NEXTSCM SOLUTIONS PRIVATE LIMITED	Enterprise Technology
STYLUMIA INTELLIGENCE TECHNOLOGY PRIVATE LIMITED	Enterprise Technology
COROVER PRIVATE LIMITED	Enterprise Technology
HYGIENITY SOLUTIONS PRIVATE LIMITED	Environment
KBCOLS SCIENCES PRIVATE LIMITED	Environment
INFINITA BIOTECH PRIVATE LIMITED	Environment
WHRRL FINTECH SOLUTIONS	Fintech
CHANGEJAR TECHNOLOGIES PRIVATE LIMITED	Fintech
MICRONSURE CONSULTANCY PRIVATE LIMITED	Fintech
MEDULANCE HEALTHCARE PRIVATE LIMITED	Health and Wellness

MALLIPATHRA NUTRACEUTICAL	25
PRIVATE LIMITED	Health and Wellness
PRANTAE SOLUTIONS (OPC) PVT LTD	Health and Wellness
ALGORITHMIC BIOLOGICS PRIVATE LIMITED	Health and Wellness
JC ORTHOHEAL PRIVATE LIMITED	Health and Wellness
YOURDOST HEALTH SOLUTIONS PRIVATE LIMITED	Health and Wellness
AMACE SOLUTIONS PRIVATE LIMITED	Industry 4.0
SANDLOGIC TECHNOLOGIES PRIVATE LIMITED	Industry 4.0
IROV TECHNOLOGIES PRIVATE LIMITED	Industry 4.0
LAB TO MARKET INNOVATIONS PVT LTD	Industry 4.0
LYNKIT SOLUTIONS PRIVATE LIMITED	Industry 4.0
QUNU LABS PRIVATE LIMITED	Security
ATOM ALLOYS INDIA PRIVATE LIMITED	Security

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QUIDICH INNOVATION LABS PRIVATE LIMITED	Media & Entertainment
FILMBOARD MOVIE TECHNOLOGIES PRIVATE LIMITED	Media & Entertainment
COGOS TECHNOLOGIES PRIVATE LIMITED	Transport
REVAMP MOTO PRIVATE LIMITED	Transport
DIGANTARA RESEARCH AND TECHNOLOGIES PRIVATE LIMITED	Space
ALGORITHMIC BIOLOGICS PRIVATE LIMITED	Women led Startup
NATURA CROP CARE	Impact in Rural Area
PRIMARY HEALTHTECH PRIVATE LIMITED	North East and Hilly States and UTs
T-HUB FOUNDATION	Incubators
C-CAMP	Incubators
CISCO LAUNCHPAD	Accelerators



### EVALUATION FOR NATIONAL STARTUP AWARDS 2022



Through comprehensive research processes, parameters were identified against which the startups were evaluated. These parameters are listed below;



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# **EVALUATION METHODOLOGY**

A 5-stage robust evaluation methodology was used to evaluate applications.







\*A total of 42 applications are not classified as per sector classification.

### STATES AND UTs APPLICATION DISTRIBUTION



- Maharashtra 491 Karnataka - 487 Delhi - 193 Uttar Pradesh - 179 Gujarat - 174 Tamil Nadu - 169 Telangana - 137 Rajasthan - 112 Haryana - 109 Kerala - 97
  - Madhya Pradesh 76
- West Bengal 69
  Odisha 51
  Bihar 42
  Andhra Pradesh 34
  Chhattisgarh 26
  Uttarakhand 24
  Punjab 23
  Assam -21
  Jammu & Kashmir 14
  Jharkhand 13
  Goa 12

Chandigarh - 11 Himachal Pradesh - 9 Manipur - 7 Tripura - 5 Sikkim - 3 Nagaland - 3 Dadra and Nagar Haveli and Daman and Diu - 3 Meghalaya - 2 Puducherry - 1



#### Agriculture, Animal Husbandry and Food Processing

Name	Designation	Organisation
Dr. Prabodh Halde	Head Regulatory	Marico Ltd
Rahul Rai	Partner	Incofin India Investment Management
Subhadeep Sanyal	Managing Partner	Omnivore VC
Vinit Bhansali	Senior Vice President	Orios Venture Partners

#### **Construction and Energy**

Name	Designation	Organisation
Abhay Bakre	Director General	Bureau of Energy Efficiency
Shirish S Garud	Director, Renewable Energy Technologies	TERI
Vikram Duggal	Managing Partner	Ekcle Venture
Kunal Upadhyay	Co-Founder & Managing Partner	Bharat Innovation Fund

#### **Education and Skill Development**

Name	Designation	Organisation
Dr Antriksh Johri	Director	CBSE
Dr Mohit Gambhir	Director, Innovation Cell	Ministry of Education
Dilnawaz Khan Labs	Angel Investor &	Powerdeck & Codesign
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	Founder	2
Avelo Roy	Managing Director	Kolkata Ventures



#### Enterprise Technology

Name	Designation	Organisation
Jitendra Vijay	CEO	MeitY
Prajakt Raut	Co-Founder Managing Partner	Applyifi Supply Chain Labs
Nakul Agarwal	Investment Professional	Equanimity Investments
Anil Joshi	Managing Partner	Unicorn India Ventures

#### Environment

Name	Designation	Organisation
Dr Ravi Singh	Secretary General & CEO	WWF India
Uday Chatterjee	Angel Investor & Director	TiE Dehradun
Shailesh Vickram Singh	Founder	Massive Fund
Vishnu Rajeev	Investment Principal	Avaana Capital
Vikram Duggal	Managing Partner	Ekcle Venture

#### Fintech

Name	Designation	Organisation
Dilip Asbe	MD & CEO	NPCI
Prabhat Labh	CEO	Grameen Foundation
Barkha Chhabra	Venture Partner	Ekcle Ventures
Karthik Reddy	Co-Founder and Managing Partner	Blume Ventures



#### Health and Wellness

Name	Designation	Organisation
Vikram Duggal	Managing Partner	Ekcle Venture
Amitabh Shrivastava	Managing Partner	July Ventures LLP
Anup Jain	Managing Partner	Orios Venture Partners
Mansi Aggarwal	Co-Founder	Alkemi Venture Partners
Hari Balasubramanian	Angel Investor	

#### Industry 4.0

Name	Designation	Organisation
Jitendra Vijay	CEO	MeitY
Rajen Vagadia	VP and President	Qualcomm India & SAARC
Arijit Bhattacharyya	Angel Investor CEO and Founder	Virtualinfocom
Sanjeev Bikhchandani	Founder and Former CEO	Naukri.com
Ashutosh Pandey	Advisor	Ekcle Ventures

#### Space

Name	Designation	Organisation
Dr Tessy Thomas	Director General (Aeronautical Systems)	DRDO
Dr Prakash Chauhan	Director	National Remote Sensing Centre
Vishesh Rajaram	Managing Partner	Speciale Invest

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#### Security and Media & Entertainment

Name	Designation	Organisation
Gaurav Agarwal	Senior Director Enterprise	VMware
Ashutosh Pandey	Managing Partner	Ekcle Ventures
Anubhav Tiwari	Head Incubators IIIT Hyderabad Centre for Innovation & Entrepreneurship	

#### Transport and Travel

Name	Designation	Organisation
Amit Kumar Ghosh	Additional Secretary	Ministry of Road, Transport and Highways
Sandro Stephen	Angel Investor and Vice President	Indian Angel Network
Vikram Duggal	Managing Partner	Ekcle Venture
Sri Prakash	Co-Founder Chairman & President	Shiro Infra Pvt Ltd, TiE Dehradun

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#### **Special Categories**

Name	Designation	Organisation
Shweta Rajpal Kohli	Chief Public Policy Officer	Sequoia Capital India & Southeast Asia
Uday Chatterjee	Angel Investor & Director	TiE Dehradun
Sandhya Vasudevan	Former Managing Director	Deutsche Bank Group
Jaideep Mehta	Managing Partner	Indian Angel Network

#### **Incubators and Accelerators**

Name	Designation	Organisation
Rohit Gupta	Program Director	Atal Innovation Mission
Mahavir Sharma	Chairman	TiE Global
Gopal Srinivasan	Founder and CMD	TVS Capital Funds Limited
Dr. Manish Diwan	Head Strategic Partnerships & Entrepreneurship Development	BIRAC
Praveen Roy	Scientist F NEB Division	Department of Science and Technology

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#### The Team That Made It Possible



Shri Anurag Jain Secretary, DPIIT



Smt Shruti Singh Joint Secretary, DPIIT



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Oishika Ghosh Associate



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