



## **CEO** *Insights* **TOP 10** **STARTUPS TO** **WATCH FOR - 2021**

**T**he Indian startup ecosystem is home to approximately 38,815 active startups, inclusive of both funded and bootstrapped startups. Currently, India is the world's third largest startup ecosystem, with 38 firms emerging as unicorns. In 2020, the country saw dawning of 12 unicorns, and in the second week of April 2021, India gained six new unicorns. India is expected to see 100 unicorns by 2024 at this pace. According to the Economic Survey 2020-21 tabled in Parliament, more than 39,000 startups have reported 4,70,000 jobs this year. Startups have strong support from government, and there are many new policies supporting startups like simplifying regulations, providing income tax exemptions and setting-up a Rs.10,000 crore funds for startups operated by the Small Industries Development Bank of India (SIDBI). Moreover the government has now simplified the procedures for registration of startups by implementing mobile app and website for registration, and startups can now also apply for government tenders.

But still, some factors like poor mobile & broadband connectivity, less access to high-tech solutions and meager investment in research and development are the reasons for India to be relatively poor in innovations and number of patents filed. India has the potential to be a bright spot in the global economy owing to its unmet demand of a large population and its technology and innovation push. The COVID-19 pandemic has been a turning point in the transformation of India's startup businesses. It has created the need and accelerated the growth of start-ups.

This issue of the CEO Insight magazine introduces you to a list of 'Top 10 Startups to Watch For - 2021' which have helped in the transformation and growth of the startup ecosystem of the country. The list has been crafted by a team of Industry veterans, CEOs, VCs and the CEO Insight editorial team, thus delivering inspiring stories of their journey and the contributions & roles played by them in the creation and empowerment of a powerful nation.

## TOP 10 STARTUPS TO WATCH FOR - 2021

COMPANY	MANAGEMENT	DESCRIPTION
<b>3S Fitness Technologies</b> New Delhi 3-f-t.com	Piyush Kerni, Saarthak Vyas, & Himanshu Bajpa, Founders	A unique business that strives to transform the industry through innovative ideas
<b>AAO NXT</b> Bhubaneswar aaoxt.com	Kaushik Das, Founder & CEO Ranajit Mohanty, CCO	An independent & premium video streaming platform from Odisha
<b>Bricklane India</b> Pune bricklane.co.in	Aman Chadha & Akash Dalvi, Directors	Providing premium services in real estate including cost consulting, project construction, project management, design automation, real estate development and more
<b>iQuippo</b> Kolkata iquippo.com	Anant Konario, CEO	Aims to consolidate and digitalize the extremely fragmented construction equipment industry in India, thereby aiding fair price discovery, higher asset utilization rates, quicker pay-back period, and transparent dealing
<b>KITES Senior Care</b> Bengaluru kitesseniorecare.com	Rajagopal G, Founder	Offering healthcare services such as transitional care, palliative care, dementia care and geriatric home care for seniors and elders
<b>MoneyTap</b> Bengaluru moneytap.com	Kunal Varma, Anuj Kacker & Bala Parthasarathy, Co-Founders	India's first app based credit line providing small-medium cash loans and quick credit on mobile which are of affordable interests rates and flexible EMIs
<b>Nanotech Soft-App</b> Gurugram nanotech-softapp.com	Komal Mutreja, Founder & CEO	Providing services and solutions of web development, mobile app development, cross platforms, javascript development and AI development
<b>PharmEasy</b> Mumbai pharmeasy.in	Dharmil Sheth, Dhaval Shah & Mikhail Innani, Founders	Offers doorstep delivery of covid essentials, devices, nutrition & fitness supplements, personal care products, ayurvedic care, baby & mom care, skin care, diabetic care and more
<b>Phixman Technologies</b> New Delhi phixman.com	Shaad Rehman Khan, CEO	Phixman Technologies is the largest mobile repair and electronic device service provider in India with heavy investments in engineers, equipment and procedures
<b>Udaan</b> Bengaluru udaan.com	Sujeet Kumar, Co-Founder	Platform of trading for small and medium businesses of electronics & appliances, clothing & accessories, footwear, food & FMCG, pharmaceuticals/medicines, home & kitchens, electricals, toys, and more