

# TRANSPIRING START-UPS

**Compiled By - Tusti Agarwal**  
**3<sup>rd</sup> Semester, 2021**

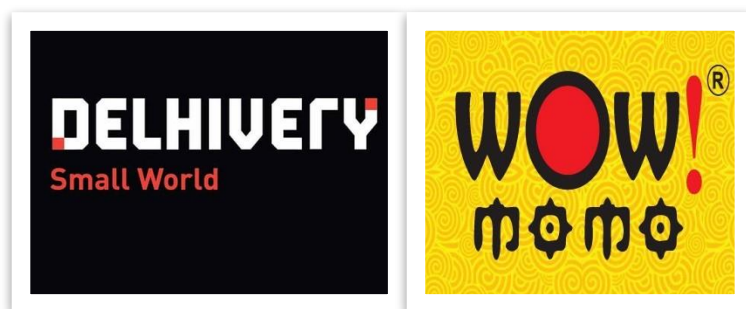
# GROUP 1

**G.S.LOHIA GIRLS COLLEGE,  
TINSUKIA**

**ENTREPRENEURSHIP DEVELOPMENT PROJECT**

**REPORT ON STARTUP**

**THE SUCCESS STORY OF DELIVERY INDUSTRY**



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**ZOMATO**

The Zomato logo consists of the word "zomato" in a white, lowercase, sans-serif font, set against a solid red rectangular background.

**zomato**

TAGLINE: NEVER HAVE A BAD MEAL

**What is it about?**

Zomato is an Indian multinational restaurant aggregator and food delivery company. Zomato provides information, menus and user-

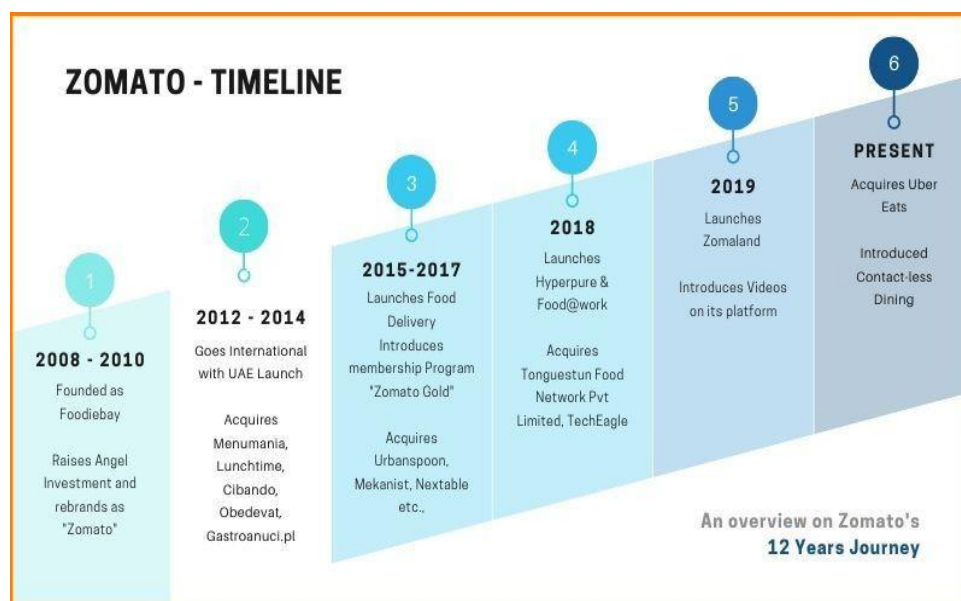
reviews of restaurants as well as food delivery options from partner restaurants in selected cities.

The technology platform of Zomato connects customers, restaurant partners and delivery partners, serving their multiple needs. Customers use the platform to search and discover restaurants, read and write customer generated reviews and view and upload photos, order food delivery, book a table and make payments while dining-out at restaurants. On the other hand, it provides restaurant partners with industry-specific marketing tools which enable them to engage and acquire customers to grow their business while also providing a reliable and efficient last mile delivery service. It also operates a one-stop procurement solution, Hyperpure, which supplies high quality ingredients and kitchen products to restaurant partners. It also provides delivery partners with transparent and flexible earning opportunities.

### **When it started?**

The founders of Zomato are Deepinder Goyal and Pankaj Chaddah. Both are IIT graduates and were working with Bain & Co in New Delhi before they came together to launch Zomato. All of it started when the founders were in their office in New Delhi and they came across so many people who were waiting for a long time just to acquire a flash of the menu card. And in that exact moment, the idea for obtaining a solution was planted in this duo's minds and that led them to launch Zomato, formerly known as 'Foodiebay'. They started by uploading the soft copies of the menu cards on the website. Following this, everyone in the office started using this which led to a lot of time-saving for them. Subsequently, this increased the traffic on their website and soon enough they expanded their website to make it available to everyone in the city.

When the founders launched this website, it wasn't called Zomato back then, it was called Foodiebay. And it initially started out in Delhi, and then the services were extended to cities like Mumbai and Kolkata. With the tremendous user base and growth rates that Foodiebay brought in to the founders, they decided to modify it and take it international. And that's when this venture started being called Zomato, as we know of it today. It was in 2010 when Foodiebay was officially rechristened as Zomato.



## **How it functions?**

The main work of Zomato is to suggest local and nearby restaurants to users and receive orders from them. Users can place orders from their favorite restaurant based on ratings and reviews shared by previous customers. Perhaps this is why more and more startup owners are interested in developing an app similar to Zomato.

Zomato's working flow is simple. Within a few minutes, consumers can enjoy a delicious meal.

**Step 1:** From the app or website, users can explore various restaurants and order meals.

**Step 2:** Particular restaurant owners receive an order request and start preparing the meal.

**Step 3:** Once the food is ready to dispatch, it will be handed over to delivery providers.

**Step 4:** Delivery providers deliver the meal to the customer's preferred location.

**Step 5:** From the given payment options, customers can make payments and share reviews based on their experience. This simplicity encourages food lovers to order food online.

### **Current Status**

Zomato hits a valuation of \$5.4 Billion on February 22, 2021, after its recent funding round on the same date led by Kora, Fidelity, Tiger Global Management, and others for \$250 Million.

Zomato wins Startup of the Year award. Zomato's blockbuster IPO—among the biggest for the Indian stock markets—not only received major institutional capital but also stirred massive interest among retail investors.

### **One line advice from this startup**

It's not about ideas. It's about making them happen.

**SWIGGY**



TAGLINE: **SWIGGY KARO, PHIR JO CHAHE KARO!**

**What is it about?**

Swiggy is India's largest online food ordering & delivery platform in its core, the services of which can be accessed from Android and IOS devices, and through the website. It partners with a wide range of restaurants and provides easy access to diverse food dishes from

varying cuisines. Furthermore, it also accepts feedback and ratings from the customers that help others pick their restaurants and the choices of dishes wisely. As soon as a delivery is done, the customer is entitled to give feedback, rate the food, and the delivery services. The company uses these data to improve its services.

Swiggy essentially started as a food delivery service and saw quite an expansion. It already had its operation in 100 cities in March 2019, when the company decided to start with general product deliveries under Swiggy Stores. Furthermore, Swiggy launched Swiggy Go later, to help the customers pick up and drop off food items, documents, parcels, and more.

The company's target audience is people who use smartphones regularly, aged between 18-35 years.

### **When it started?**

In the year 2013, Sriharsha and Nandan came together to build a company that would empower courier services across the country, and would stand as a logistics solution. They named it Bundl Technologies Private Limited. However, Bundl did not turn out successful and forced the founders to shut down the business in 2014. Following its failure, Majety began his research and discovered much potential in the food industry. This led to the birth of Swiggy, an online food delivery company. They met Rahul Jaimini, who helped them build the software, and the company was finally founded in August 2014.

When Swiggy came to the market, the food delivery sector already had applications like Foodpanda, Tinyowl, and Ola Café. Foodpanda and Tinyowl were later acquired by Ola Cabs and Zomato respectively, and Ola café was eventually shut down, just barely a year old. While all these companies struggled, Swiggy started in 2014 with 6 delivery boys providing food from 25 restaurants, and at the end of its first year, in March 2015, the company served 1 million

orders per month. This is how the journey started for the foodtech giant.

### **How it functions?**

The business model canvas of Swiggy is based on a hyperlocal on-demand food delivery business operation. Working as a bridge between restaurants and customers, Swiggy utilizes an innovative technology platform that works as a single point of contact.

Their app allows urban foodies to order food from nearby restaurants and get it delivered at their doorstep. A broad list of restaurants and their menus with prices are exhibited in the app to choose and order from.

Apart from accumulating restaurants, Swiggy also has its own fleet of delivery partners. They pick up orders from partner restaurants and deliver it on-demand in less than 30 minutes.

Because Swiggy operates as a dual-partnership model, it also benefits restaurants that can receive more orders from customers using their own Swiggy app.

Once the order is placed, they will know the order details, prepare the order and deliver it to Swiggy drivers. This way, restaurants don't need to use their own delivery personnel, saving costs and efforts.

All the Swiggy drivers in the vicinity receive a broadcast signal on their own Swiggy drive app when the order is placed. After they accept the order, they deliver it right on the customer's doorsteps.

### **Current Status**

Swiggy has reported its revenues for the financial year 2019-20 at Rs 2,776 crore, a 115 percent jump since the last financial year. The company further reported a net loss of Rs 3,768 crore during the same

fiscal year. This is a 61 percent increase from the last financial year, showed regulatory documents sourced from business intelligence platform Tofler. The Bengaluru-based company's total expenses for the fiscal were reported at Rs 6,545 crore.

During the year under review, the company's business grew by 85 percent. There was an addition of over 100,000 restaurants with an active delivery fleet of over 200,000. "We also widened our reach across the country by launching 405 new cities," said Swiggy in the document.

### **One line advice from this startup**

Figure out what you enjoy working on and seek mastery of it, so much so that you become the go-to person for anything related to that topic.

**WOW! MOMO**



**TAGLINE: STARTING SMALL, DREAMING BIG**

## **What is it about?**

Wow! Momo is an Indian chain of fast food restaurants headquartered in Kolkata. The chain specializes in, Momo-filled burgers (MoBurgs) and Momo- based desserts. It was established in 2008 by St.Xavier's College alumni Sagar Daryani and Binod Homagai. As of March 2021, there are around 350 outlets across 17 cities in India. The company aims to be an IPO in a few years with plans to gain a global foothold, i.e., they want to compete with the likes of Domino's and McDonald's. Wow Momo foods in 2021 emerged as the most valued homegrown QSR brand in India with valuation of Rs.1, 225 crores.

## **When it started?**

To start their first outlet, Sagar and Binod approached the supermarket chain Spencers to set up a stall. In the earlier days, Sagar would wear a Wow! Momo T-shirt and approach every person entering the store, and ask them to sample the momos.

When we started we don't have money to give one momo to everyone so we make one momo into 3 pieces and gave it to the people we were believed in our taste if they taste once they will come for another say's Sagar.

At the start, they don't have money and began with borrowing Rs 30,000 from their parents as initial capital. Sagar also managed to rope in part-time chef Ramji KC who was working at a small restaurant in the city.

“Paying him a part-time salary of Rs 3000, we would get him to come to my father's garage, which worked as a makeshift kitchen to make the momos for Wow! Momo,” adds Sagar.

On the first day, the team's sales were Rs 2200, and by the end of the month, had touched Rs 53,000. Today, Chef Ramji works full-time for

Wow! Momo, and is the head chef with a salary of Rs 1.5 lakh a month.

### **How it functions?**

- 1) Routine profits:** increasing demand for Grab and go food (salad, momos, and box meals) is likely to foster everyday profits
- 2) Perks of varying consumer tastes:** Wow momo has a vibrant menu for each of its types of consumers from gluten-free, vegetarian to non-vegetarian, so the demand is always met and rising.
- 3) Minimal operations:** With wow momo providing a centralized kitchen in every city, makes you and your employees work as minimal as possible
- 4) Perks of stall based fast-food chain:** Its stalls/ units are based in supermarket chains like Spencer's, big bazaar with the vast crowd being present a WOW! momo stall can divert attention and seek sales
- 5) Low operational costs:** with food delivery players like Swiggy, Zomato in the market, the need for a sit-down outlet is low key dispersing bringing down your expenses.
- 6) The benefit of an Indian consumer:** The rich in taste buds Indians have made Chinese food the second most popularly consumed cuisine in India, which is likely to stay for a longer time.

### **Current Status**

The food business is slowly picking up in India, and while investors believe the business is operationally intensive, some tested and proven models continue to thrive and grow.

Wow! Momo has also raised Series B funding of Rs. 44 crore led by Lighthouse Funds and IAN at a valuation of Rs 230 crore. The

company is also looking at an IPO in the next six to seven years. Currently, it aims to open over 1,000 stores across the country.

**One line advice from this startup**

Focus on customer needs and being relevant at all times are very imperative in business

**DELHIVERY**



TAGLINE: CHANGING THE WORLD, ONE SHIPMENT  
AT A TIME

## **What is it about?**

Logistics has always been an important sector for any country, including India, but the space had never seen such a ground-breaking turn before Delhivery came into being. Proving themselves since 2011 as a great startup, this company is now like a backbone for the logistics industry.

Delhivery is currently one of the leading players in the logistics space in the country. It offers a full suite of services such as last-mile delivery, third-party and transit warehousing, reverse logistics, payment collection, vendor-to-warehouse, and vendor-to-customer shipping, and more.

## **When it started?**

It was approximately half-past at night when Suraj and Sahil ordered food from a nearby restaurant in Gurgaon. When they had the delivery man standing in front of their door, they got chatty with the delivery person. And they both decided to talk to the manager of the store; soon they were at the restaurant, talking to the owner. The owner explained his problem that why it happened, the fact is Sahil and Suraj knew the solution and that is when Delhivery started.

## **How it functions?**

Delhivery is a prominent courier services, logistics, and supply chain solutions company that enthusiastically works with individuals and businesses. Founded back in May 2011, Delhivery is headquartered in Delhi and provides a range of services, including last-mile delivery, third-party and transit warehousing, reverse logistics, payment collection, vendor-to-warehouse, and vendor-to-customer shipping, and more.

The company is backed by Times Internet Ltd, which had acquired a minority stake in the firm in June last year.

Having three responsibilities on their shoulders - fulfillment, omni-channel, and data services, the company's focus is to deliver the best service without any waste of chances in solving the customers' problem.

It provides products and services intending to build trust and improve the lives of consumers, small businesses, enterprises, and their growing team of employees and partners. They are disrupting India's logistics industry through their proprietary network design, infrastructure, partnerships, and engineering and technology capabilities.

Delhivery brings unparalleled cost efficiency and pan-India reach to the businesses of over 10,000 customers. It is driven by its mission to shrink time and distance, making the world a smaller place for its customers and over a billion consumers they serve. A very normal company that did a very abnormal business, gaining a beautiful profit and becoming a huge success, it is the new phase of delivering items.

They aim to compete as India's largest and most profitable fulfillment company for e-commerce. Having the 3 categories of customers for their company, Delhivery is constantly aiming to provide them the good quality products with better improvement every day and with trust.

### **Current Status**

The company initially was a small business of only 5 members in total for all their work from accounts to product service to delivery hookups, but as the time passed this company hired more than 15,000 people as their deliverymen, accounts keeper and to keep their customers satisfied if there is any issue in the product or same.

The company claims to have a turnover of INR 2800 crore during FY2020 and have plans to reach INR 6000 - INR 7000 crore in the next two years.

The growth highlights as posted by Delhivery in 2021 are as follows:

The company boasts of a collection of 85+ packing warehouses in total across the country.

It has around 24 automated sort centers.

Delhivery has around 75+ hubs,

7,500+ partner centers,

And around 50,000 employees.

Furthermore, Delhivery claims to possess a capacity of processing more than 15 lakh (around 1.5 million) parcels per day in over 17,500 pin codes in India across 2,300 towns and cities.

All of these are possible mainly because of its network of nearly 7,000 drivers and over 5,000 trucks. Delhivery is also building some of the Country's Largest Trucking Terminals at key locations in Delhi, Mumbai, Bangalore, Hyderabad, Kolkata, and Chennai.

The company culture aims at making every individual experience working in trenches as a delivery boy, for at least twelve hours a week, to promote teamwork and efficiency of the employees.

### **One line advice from this startup**

Providing customers, an excellent unboxing experience.

# GROUP 2

**G.S.LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**MAGGI**  
**BAS 2 MINUTE**

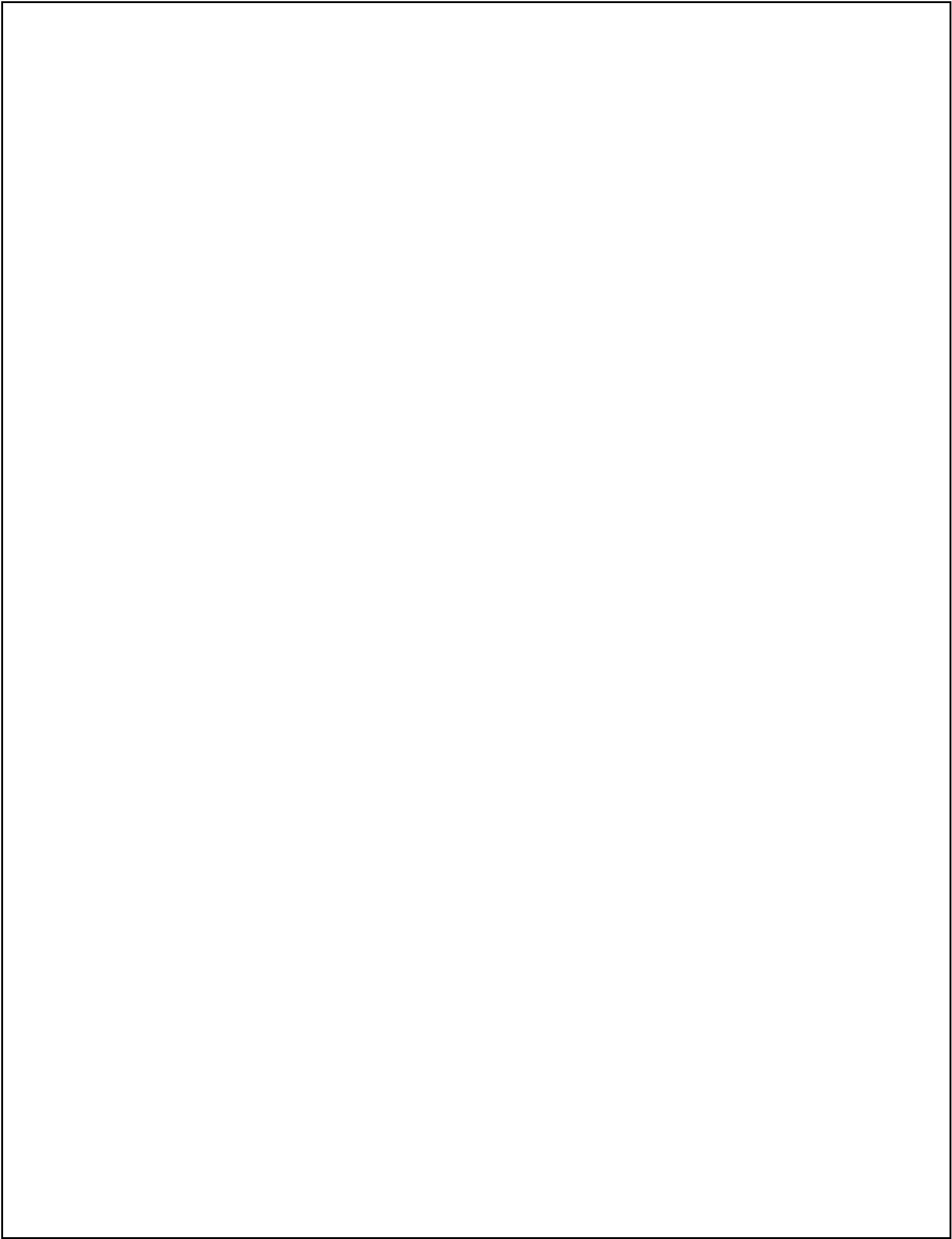


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## **INTRODUCTION**

The Maggi brand originates from Switzerland where in 1886 Julius Maggi created a recipe of flavors to bring added taste to meals. This marked the beginning of the Maggi brand and its convenient products. Known for his nutrition-oriented approach, the Swiss Government asked Julius Maggi to create a product that would be quick to prepare yet nutritious as more and more women were working outside the home. The results were a success — two instant pea soups and an instant bean soup.

Maggi was the first to bring protein-rich legume meals to the market, and followed up with a ready-made soup based on legume meals in 1886. In 1947, the brand Maggi was merged with Nestle, a Swiss company, which has been The Most Famous Brand of Maggi Nestle ever since. Maggi Noodles is manufactured by Nestle under instant noodles portfolio. It was introduced with Maggi 2 Minute Noodles in India in 1984 when the only place to get noodles was Chinese restaurants. Maggi's entry into the Indian market has been 37 years. Maggi, who came to the market in 1984, would never have imagined herself would get so much love.

Nesley India Limited is the only company that brought it to India. Maggie, which is formed in minutes, is liked by everyone. Nestle India spends nearly Rs 100 crores on advertising, with Maggi's highest share. Maggi, one of India's most valued brands, is actually an associate brand of Nestle

## **CONCEPT**

Maggi products help bring out the best in every meal. Quick and easy solutions - like bouillons, soups, seasonings and sauces- to aid cooking and add flavor.



This iconic brand is on a mission to champion the goodness of home cooking, renewing its global product portfolio with ingredients that people are familiar with, like those they might find in their kitchen cupboard. That means more vegetables and original flavors from vegetables, herbs and spices, grains and other nutrient-rich ingredients.

The move is part of the new Maggi 'Simply Good' initiative to inspire and offer tastier and healthier choices, in line with Nestlé's commitment to enable healthier and happier lives.

## **FINANCE AND FUNDING**

Maggi is big for Nestle. It accounted for Rs 2,500 crores, a quarter of Nestle India's sales in 2014. At present, Maggi instant noodles are manufactured at three plants in India with lines dedicated to the instant noodle brand. Two more plants partially produce Maggi. The new plant in Gujarat will further help boost the brand's sales. In 2015 the company announced that Maggi had attained over 60% market share. Before the crisis, Maggi commanded a 75% share of the instant noodles market.

Nestle India reported 10.7% year-on-year increase in net profit to Rs 538.6 crores for the quarter ended June 2021, marginally below street estimates. The maker of Maggi noodles said in a stock exchange filing that its revenue increased 14% at Rs 3,476 crores for the quarter under consideration, which was marked by the intense second Covid-19 wave

The company reported double digit growth for Maggi, and 105% growth through e-commerce channels, which now contribute 6.4% of domestic sales. It said over 1,000 people have on boarded Nestle through regular hiring, apprenticeship and internship. Nestle has invested about Rs 25 crores in a range of sustainability projects in the quarter, the company said.

## **MARKETING AND SALES**

## **MARKETING**

Marketing Strategy of Maggi analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place and Promotion).

## **PRODUCT**

The major Maggi products are 2-minute Noodles, Chicken noodles, Vegetable Multigrain noodles, Cuppa Mania, Hot Heads noodles, Oats noodles, Atta noodles. This is the backbone of the product strategy in the marketing mix of Maggi.

## **PRICE**

As Maggi is trying to tap into all segments of income category it keeps differential prices in depending locations and across countries. Also its offerings are available in wide variety of packages so that people can buy according to their needs.

## **PROMOTION**

Maggi has used advertising as its main promotional strategy to create awareness and for brand recall. Initially it is focused on kids and working women who have very less time to prepare food. The advertisements mainly flashed on kids channels with effective tag lines of “Bas 2-minute” and the jingle “Maggi Maggi Maggi”

## **SALES**

In 2019, Nestle sold some 264,000 mt of Maggi products, compared to 254,500 mt in 2014. The country's largest food company, Nestlé India, has finally managed to exorcise the ghost of the Maggi crisis that bogged it down four years ago. In 2019, the growth in sales of the Maggi brand of products surpassed the pre-ban level of 2014, in terms of both volume and value. Data sourced from its annual report for the year 2019 show it sold around 264,000 tones of Maggi products during the year, compared to 254,500 tones in 2014. In value terms, the firm had already surpassed the pre-ban level in 2018 at Rs 3,105 crores, compared to Rs 2,961 crores in 2014. In 2019, it sold Maggi products worth Rs 3,500 crores. The company follows a calendar year format for financial reporting.



## **REVENUE RETURN AND MARKETING POSITION**

NEW DELHI: Maggi-maker Nestle India is expected to clock a double-digit growth in sales during the September quarter but profit growth is likely to be muted given high tax rate in the base quarter and lower other income.

“Nestle may post 10 per cent revenue growth, led by high demand in its dairy, Maggi (28 per cent of sales) and coffee segments. Chocolates (25 per cent of sales) may continue to drag, with schools, colleges and offices being shut to a large extent,” said analysts at Elara Securities.

The company reported an 11 per cent profit rise for the June 2020 quarter at Rs 486.6 crore, with total sales at Rs 3,041.5 crore. In the September quarter last year, it reported a 33.46 per cent rise in net profit at Rs 595.41 crore.

KR Choksey Institutional Research expects Nestle India to report a revenue growth of 11.7 per cent YoY and 9.9 per cent QoQ on the back of increase in demand for ready-to-eat products such as Maggi, dairy products, KitKat and coffee as well as volume-led growth from online delivery channels.

“We foresee an increase in Ebitda margin due to operational efficiencies undertaken by the company and reduction in variable expenses, particularly ad spends, offset by rise in milk prices. The net profit margin is expected to increase by 55 bps YoY,” it further said.

Investor, which expects revenue at Rs 3,215.8 crore, up 9.2 per cent YoY and adjusted net profits at Rs 595.4 crore, down 0.7 per cent, also outlines a 10 per cent increase in sales led by higher in-home consumption demand led by prepared dishes and beverages. “Decline in milk prices will lead to strong gross margin expansion. Higher tax rate versus base quarter will lead to muted profit growth,” the UK-based broker said.

Unlike its peers in the FMCG space, which have seen heavy demand from investors during the current year, Nestle has gained just 8 per cent year-to-

date. But it still outperforms Sensex which is down about 2 per cent during the period. Emkay Research said gross margins will likely expand QoQ due to low milk prices but are likely to be steady YoY. Controlled overhead costs will also aid Ebitda margin expansion by 170bps, it added.

It said the company may report revenue at Rs 3,454.4 crore, up 7.4 per cent and adjusted net profit at Rs 602 crore, flat YoY.

According to KR Choksey, key things to watch out for are:

- Guidance on price and volume
- Capacity utilization levels
- Mix of segmental products
- New product launches/innovations
- Cost control initiatives

## **BREAK EVEN POINT**

The cost involved in the production can be divided into two category viz. fixed cost and variable cost. They can be defined as

Fixed cost: This is the cost which is independent of the quantity of the product produced e.g. Land & Building cost, plant & Machinery cost etc.

Variable Cost: This is the cost that varies with per unit of product produced e.g. raw material cost, packaging cost etc.

The break up of the various costs is shown below

### **1. Fixed Cost**

#### **A. Land and Building**

A plot of land of about 200 sq.metres with built-up area of 100 sq.metres is sufficient Land would cost around Rs.60.000 whereas cost of construction could be Rs 2.50 lakhs. Main production area would occupy around 50sq.metres, whereas packing room and storage area would occupy balance area.

Particulars	Area (sq.metres)	Cost(Rs.)
Land	200	60000
Building	100	250000
	TOTAL	310000

#### **B. Plant and Machinery**

Marketing is the key success determinant and the production capacity has

to be finalized accordingly. Keeping in mind the financial viability, the rated production capacity assumed to be 100 tonnes per year with 300 working stays and 2 shifts per day.

This would necessitate installation of following machines

Items	Qty.	Price (Rs.)
Extrusion Machine	1	100000
Pre-Conditioner	1	80000
Mixer(50kgs Capacity)	1	100000
Pouch Packing And Sealing Machine	1	100000
Weighing Scale	1	10000
	TOTAL	390000

### C. Miscellaneous Assets

Other assets like furniture and fixtures, storage facilities, working tables, SS utensils, etc. would call for expenditure of Rs. 50.000

### D. Utilities

Power requirement shall be 20 HP whereas per day water requirement would be 500-550 liters'. Annual expenditure at full capacity utilization will be Rs. 110000/.

## 2. Variable Costs

### A. Manpower Requirement

Particulars	Nos.	Monthly Salary (Rs.)	Total Monthly Salary(Rs.)
Machine Operators	2	4000	8000
Skilled Workers	2	3000	6000
Semi Skilled Workers	2	2000	4000
Helpers	2	1000	2000
Salesman	2	2000	4000
		TOTAL	24000

## B. Raw and Packing Materials

Noodles are made with the help of many ingredients with major input being wheat flour. Other materials required are corn and rice flour, protein isolates, salt, spices, edible oil preservatives etc. All of them are easily available. Packing materials are equally important. Colorful and attractive pouches shall have to be posted shall have to be packing will be corrugated boxes.

This cost can be shown as

Product	Qty. (Tonnes)	Price (Rs.)	Value
Raw Material	100	70000	7000000
Packing Material	100	20000	2000000
		TOTAL	9000000

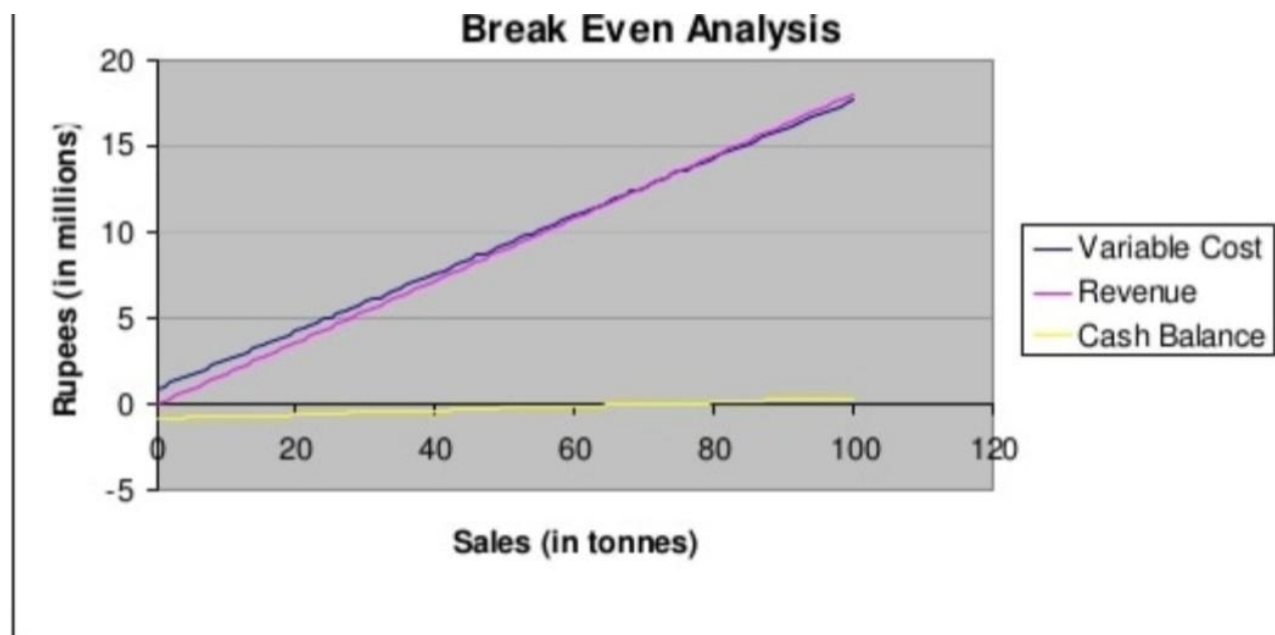
## C. Selling Expenses

Marketing will be a key element. Expenses shall have to be incurred on transportation. Publicity is given on local media like newspapers, hoardings and TV scroll, selling commission, free Sampling etc. A provision of 30% of sales value is made every year to take care of these expenses since the product is new thus more emphasis given on this section. This expense can be reduced once the product is well established in market.

### GRAPHICAL BREAK-EVEN ANALYSIS

The real obtained above can be verified by plotting a graph between the total cost and Quantity of Maggi produced.

The graph is shown below.



## **GOVERNMENT INCENTIVES**

**TAXATION**: Taxation is an important and material topic for Maggi and for the stakeholders, in terms of compliance, and our Maggi Creating Shared Value, and therefore they actively manage, monitor and control our Group tax affairs. Tax exemptions allowed to Eligible Startups under Start-up India Program are:

- 3 year tax holiday in a block of seven years.
- Tax exemption on investments above the fair market value.
- Tax exemption to Individual/HUF on investment of long-term capital gain in equity shares of Eligible Start-ups u/s 54GB.

### **Other incentives:**

Other incentives include a new scheme for intellectual property rights protection and faster registration of patents. The government also intends to set up facilitation centers for the provision of free legal advice and other support to small business to help them with compliance requirements. Procurement norms are also proposed to be relaxed in order to ensure that 12 start-ups are able to participate and compete with established businesses. Policies to enable women entrepreneurs, sector-specific incubators and the establishment of bio clusters for the biotech sector are some of the other highlights. Incubators investments that are above the fair market value are exempt in line with the current exemption available to venture capital funds to invest in startups above the FMV. Funding support up to Rs. 10 crores to set up new incubators while individual states and the private sector would provide 40 per cent and 20 per cent respectively.

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## **INTRODUCTION**

Nestlé is the world's leading nutrition, health and wellness company and its mission of "Good Food, good Life" has for objective to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night. It has several products under its mainstream brands which are Nescafe, Kit Kat, Cerelac, Nido and etc. Having more than 450 manufacturing facilities in over 80 countries spreading over six continents.

Nestlé believes that food and beverages play an increasing role in people's lives, not only in terms of enjoyment and social pleasure, but also in terms of personal health and for nutritional reasons. Nestlé's purpose is enhancing quality of life and contributing to a healthier future. It helps to shape better and healthier lives. This is how it contributes to society while ensuring the long term success that comes with earning their consumers' trust and maintaining market leadership.

Nestlé has strategically focussed and applied much nutritional expertise to its product in order to make better food so that 'more and more people live a better life'. In this respect, through research and development, the company has created products that combine 'great taste with nutritional benefits'.



## CONCEPT

### LOGO:

Nestle Logo symbolises Mother feed to her children. The originally Nestle trademark was based on his family coat of arms, which featured a single bird sitting on a reference. This was a reference to the family name, which means 'nest' in German.



Vision: To be a leading, competitive, Nutrition Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen preferred supplier selling preferred products.



## **FINANCE AND FUNDING**

### Financial Overview:

Particulars	2020	2019	2018
Net Sales	13350.03	12368.90	11292.27
Operating Profit	3347.35	3172.76	2876.57
Other Income	145.85	246.88	258.92
Interest	164.19	129.12	111.95
Depreciation	370.38	370.15	335.67
Profit Before Tax	2812.79	2673.49	2428.95
Tax	730.36	705.05	822.02
Profit After Tax	2082.43	1968.44	1606.93
Share Capital	96.42	96.42	96.42
Reserves	1922.92	1822.45	3577.32
Net Worth	2019.34	1918.87	3673.74
Loans	3437.85	3096.28	2500.57
Gross Block	398.27	3865.18	3485.42
Investments	1463.77	1751.05	2658.49
Cash	1769.87	1308.05	1610.06
Debtors	164.93	124.33	124.59
Net working Capital	1175.43	779.35	1010.00
Operating Profit Margin (%)	25.07	25.65	25.47
Net Profit Margin (%)	15.60	15.91	14.23
Earnings Per Share (Rs)	215.97	204.15	166.66
Dividend (%)	2000.00	3420.00	1150.00

Dividend Payout	1889.75	2950.32	1089.50
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## Balance Sheet:

Particulars (Rs in cr)	2020	2019	2018
Sources of Funds	96.42	96.42	96.42
Share Capital	1922.92	1822.45	3577.32
Reserves	2019.34	1918.37	3673.74
Total Shareholders' Funds	0.00	0.00	0.00
Secured Loans	3437.85	3096.28	2500.57
Unsecured Loans	3437.85	3096.28	2500.57
Total Debt	5457.19	5015.15	6174.31
Total Liabilities			
Application of Funds	3998.27	3865.18	3485.42
Gross Block	638.58	143.30	105.20
Capital work in progress	1463.77	1751.05	2658.49
Investments			
Current Assets, Loans & Advances	1416.48	1283.07	965.55
Inventories	164.93	124.33	124.59
Sundry Debtors	1769.87	1308.05	1610.06
Cash & Bank	405.15	366.17	403.48
Loans and Advances	3756.43	3081.62	3103.68
Total Current Assets			
Current Liabilities and Provisions	2465.24	2214.89	1936.42
Current Liabilities	115.76	87.38	157.26
Net Current Assets	1175.43	779.35	1010.00
Miscellaneous Expenses	0.00	0.00	0.00
Deferred Tax Assets	N/A	N/A	N/A

Deferred Tax Liability	N/A	N/A	N/A
Net Deferred Tax	N/A	N/A	N/A
Other Assets	0.00	0.00	0.00
Total Assets	5457.19	5015.15	6174.31

## **MARKETING AND SALES**

Marketing and Sales at Nestlé is all about maintaining and building the future of the brands with the consumers, shoppers and customers. With such a wide range of products, they will get the opportunity to work alongside talented and driven individuals, combining insight driven strategy that will help identify, develop, evaluate and commercialise new areas of growth for Nestlé's brands.

The Marketing team provides an end-to-end marketing service reflected in the three key areas: brand management, communications and consumer insights. Importantly, marketing is not an isolated activity here- the consumer focused, insights driven marketing strategy ensures that they can work seamlessly with the category, customer and field sales teams, setting trends, pushing boundaries, innovating and renovating as an integrated commercial team.

Driving this strategy in the market is the sales team. The brief is broad; they can handle category and shopper management, customer relationship, route to market strategies, field sales activities and the customer-facing supply chains. All these areas are focused on delighting the customers and making sure that the products are available where they want them when they want them.

Whichever direction the commercial team take, they will need to share the commitment to the consumer and belief in enhancing lives with everything they do. With strong commercial credentials, they will have shown the relish solving challenges with industry best practices. Strong communication and analytical skills are key, as is the ability to influence others and collaborate with teams and individuals. The people who excel in marketing and sales at Nestlé are curious, open-minded, they meet objectives effectively and responsibility and they execute flawlessly.

## **REVENUE RETURN AND MARKET POSITION**

Revenue Return Table:

Particulars	2020	2019	2018
Domestic Sales	126,427.7	116,567.9	105,075.4
Export Sales	6,473.9	6,384.8	7,086.9
Sale of Products	132,901.6	122,952.7	112,162.3
Other Operating Revenues	598.7	763.3	760.4
Revenue from Operations	133,500.3	123,689.0	112,922.7
Other Income	1,458.5	2,468.8	2,589.2
Total Income	134,958.8	126,157.8	115,511.9
Total Expenses	106,830.9	99,422.9	91,222.4
Profit before Exceptional items and Tax	28,127.9	26,734.9	24,289.5
Exceptional Items	N/A	N/A	N/A
Profit before Tax	28,127.9	26,734.9	24,289.5
Tax Expense	7,306.6	7,050.5	8,220.2
Profit after Tax	20,824.3	19,684.4	16,069.3
Total Other Comprehensive Income	(922.1)	(1,547.7)	(404.1)
Total Comprehensive Income	19,902.2	18,136.7	15,665.2
Earnings per Share (Rs)	216.0	204.2	166.67
Dividend per Share(Rs)	135.0	101.00	90.00
Interim	N/A	180.0	N/A
Special Interim Final	65.0	61.0	25.00
Additional Information: Profit after Operations	28,775.4	25,940.4	23,508.6

## MARKET POSITION:

Nestlé is one of the largest companies in the fast-moving consumer goods (FMCG) sector and is the market leader in several of the sector's market especially with revenues in consideration; The FMCG sector is currently dominated by Nestlé in drinks, food and snacks.

Nestlé is a company with both multiple products and its operates in multiple categories. It has wide range of products in its various verticals in the different stages of the product. In the liquid and powdered beverages sector, Nestlé has two main products i.e. Nescafe and Nespresso. Whereas in the ready prepared and cooked food, the Maggi noodles is a star. And in the chocolate vertical, Kitkat and Munch are the main products from Nestlé falling in the star category given that although the competition is stiff, the market segment has huge potential for growth and the company is in a position to increase both market share and revenue.

Whereas in a country like India where there is so much competition in the industry already, Nestlé has come a long way and has given its counterparts a run for their money.

Nestlé India has positioned its wide range of product offerings in such a way that it covers audiences beginning from 2 year-old to working class professionals which increase its market position. It has maintained a unique brand image for itself through innovative marketing campaigns and strategy that has created a strong brand connection among consumers even in this increasingly digitized world.

## **BREAK EVEN POINT**

Break even analysis is a method of studying the relationship among sales revenue, variable cost and fixed cost to determine the level of operation at which all the costs are equal to its sales revenue. From the table below we can understand the breakeven point in Nestlé

(In Rs. in crores)

Year	Fixed Cost (Rs)	Contribution (Rs)	Sales (Rs)	Break-Even Point (Rs)
2012	4366	34651.31	83023.03	10460.75
2013	4366	40046.32	90619.01	9879.63
2014	4366	41409.01	98062.72	10339.34
2015	4366	37998.02	81232.71	9333.70
2016	4366	30377.63	74908.02	10766.10

It is clear from the table that breakeven point is higher in the year 2016 and its lower in the year 2015. Increase in sales and contribution is essential for the stability of break- even point.

## **GOVERNMENT INCENTIVES**

The country's largest food company, Nestlé India, is planning to avail the Union government's production-linked incentive (PLI) scheme to boost exports. The first major to express interest in the PLI plan is awaiting the finer details of the flagship scheme. According to Nestlé India Chairman, aligning the scheme's objective with Nestlé India's expansion plans may help the company to grow the exports business. This scheme promises to be a game changer but everything depends on the execution of the plan. Nestlé recently began a new phase of expansion with its board approving Rs 2,600 crore of investment budget in the next 3- 4 years, will be using the capital expenditure to augment its manufacturing capacities with a sharp focus on productivity improvements.

**GS LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**NIKE**  
**JUST DO IT**



**SUBMITTED BY:**

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ISHITA SARKAR	22	
PTIYA TIWARY	50	
RIYA AGARWAL	57	
RUCIKA NANDI	59	
SONIA KUMARI	74	

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2. CONCEPT
3. FINANCE AND FUNDING
4. MARKETING AND SALES
5. REVENUE RETURN AND MARKET POSITION
6. BREAK EVEN POINT
7. GOVERNMENT INCENTIVES

## INTRODUCTION

NIKE is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$37.4 billion in its fiscal year 2020 (ending May 31, 2020). As of 2020, it employed more than 75,400 people worldwide. In 2020 the brand alone was valued in excess of \$32 billion, making it the most valuable brand among sports businesses. Previously in 2017, the Nike brand was valued at \$29.6 billion. Nike ranked No. 89 in the 2018 Fortune 500 list of the largest United States corporations by total revenue.



The company was founded on January 25, 1964, as Blue Ribbon Sports, by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of victory. Nike markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike+, Air Jordan, Nike Blazers, Air Force 1, Nike Dunk, Air Max,

Foamposite, Nike Skateboarding, Nike CR7, and subsidiaries including Brand Jordan, and Converse. Nike also owned Bauer Hockey (later renamed Nike Bauer) from 1995 to 2008, and previously owned Cole Haan, Umbro, and Hurley International. In addition to manufacturing sportswear and equipment, the company operates retail stores under the Nike town name. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo.

## **CONCEPT**

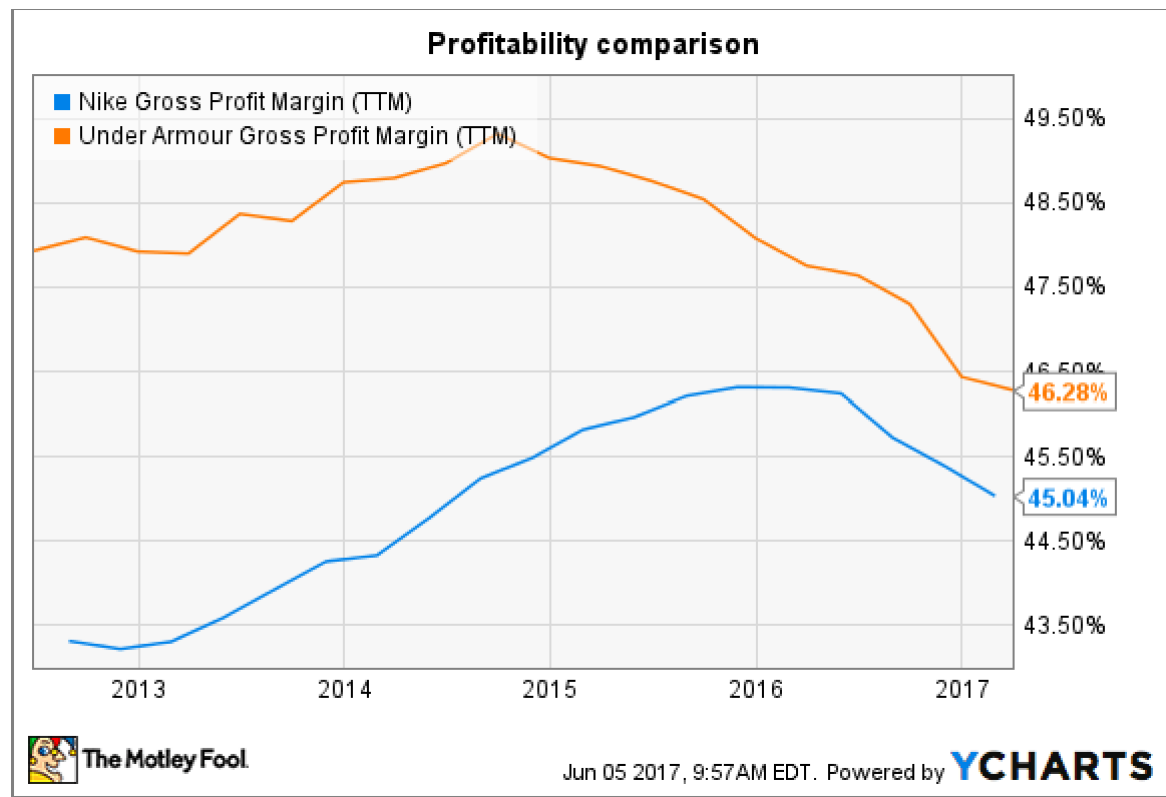
Nike, originally known as Blue Ribbon Sports (BRS), was founded by University of Oregon track athlete Phil Knight and his coach, Bill Bowerman, on January 25, 1964. The company initially operated in Eugene, Oregon as a distributor for Japanese shoe maker Onitsuka Tiger, making most sales at track meets out of Knight's automobile. According to Otis Davis, a University of Oregon student athlete coached by Bowerman and Olympic gold medalist at the 1960 Summer Olympics, his coach made the first pair of Nike shoes for him, contradicting a claim that they were made for Phil Knight. According to Davis, "I told Tom Brokaw that I was the first. I don't care what all the billionaires say. Bill Bowerman made the first pair of shoes for me. People don't believe me. In fact, I didn't like the way they felt on my feet. There was no support and they were too tight. But I saw Bowerman made them from the waffle iron, and they were mine".

By 1971, the relationship between BRS and Onitsuka Tiger came to an end. BRS prepared to launch its own line of footwear, which was rebranded as Nike, and would bear the Swoosh newly designed by Carolyn Davidson. The Swoosh was first used by Nike on June 18, 1971, and was registered with the U.S. Patent and Trademark Office on January 22, 1974. In 1976, the company hired John Brown and Partners, based in Seattle, as its first advertising agency. The follo

wing year, the agency created the first "brand ad" for Nike, called "There is no finish line", in which no Nike product was shown. By 1980, Nike had attained a 50% market share in the U.S. athletic shoe market, and the company went public in December of that year

## **FINANCE AND FUNDING**

NIKE, Inc. (NYSE: NKE) today provided an overview of its progress on key strategic initiatives to achieve sustainable, profitable long-term growth. During an investor meeting at its world headquarters near Beaverton, Ore., the Company announced a revenue target of \$50 billion by the end of fiscal year 2020. Additionally the Company shared its long-term financial model of high single-digit to low doubledigit revenue growth, mid-teens earnings per share growth and expanding returns on invested capital.



## **MARKETING AND SALES**

Nike promotes its products through sponsorship agreements with celebrity athletes, professional teams and college athletic teams.

### **ADVERTISING**

In 1982, Nike aired its first three national television ads, created by newly formed ad agency Wieden+Kennedy (W+K), during the broadcast of the New York Marathon. The Cannes Advertising Festival has named Nike its Advertiser of the Year in 1994 and 2003, making it the first company to

receive that honor twice. Nike also has earned the Emmy Award for best commercial in 2000 and 2002

## **BEATLESSONG**

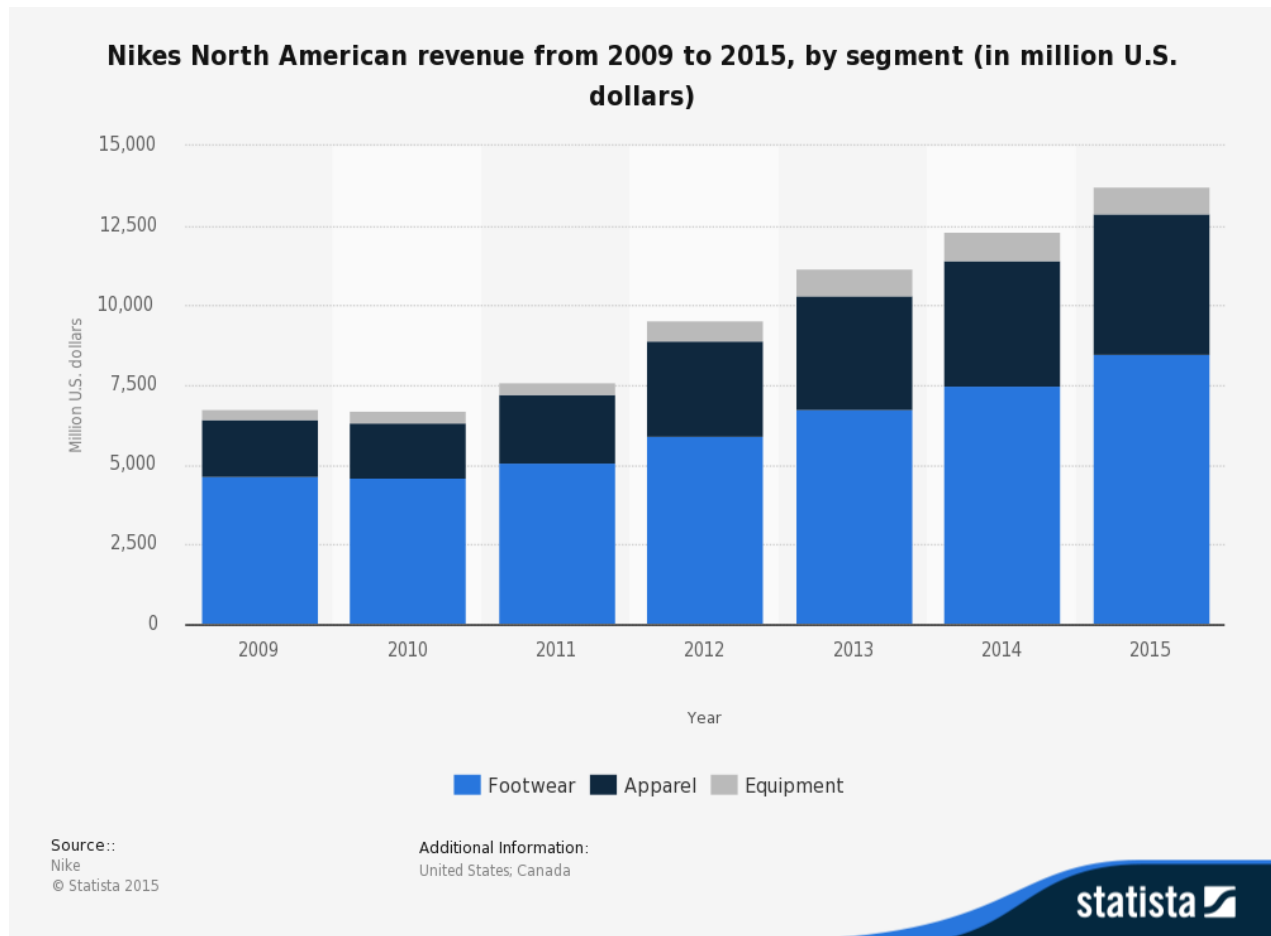
Nike was criticized for its use of the Beatles song "Revolution" in a 1987 commercial against the wishes of Apple Records, the Beatles' recording company. Nike paid US\$250,000 to Capitol Records Inc., which held the North American licensing rights to the recordings, for the right to use the Beatles' rendition for a year. That same year, Apple Records sued Nike Inc., Capitol Records Inc., EMI Records Inc. and Wieden+Kennedy

## **NEW MEDIA MARKETING**

Nike was an early adopter of internet marketing, email management technologies, and using broadcast and narrowcast communication technologies to create multimedia marketing campaigns.

## **MINOR THREAT ADVERTISEMENT**

t In late June 2005, Nike received criticism from Ian MacKaye, owner of Dischord Records, guitarist/vocalist for Fugazi and The Evens, and front man of the defunct punk band Minor Threat, for appropriating imagery and text from Minor Threat's 1981 self-titled album's cover art in a flyer promoting Nike Skateboarding's 2005 East Coast demo tour. On June 27, Nike Skateboarding's website issued an apology to Dischord, Minor Threat, and fans of both and announced that they have tried to remove and dispose of all flyers. They stated that the people who designed it were skateboarders and Minor Threat fans themselves who created the advertisement out of respect and appreciation for the band. The dispute was eventually settled out of court between Nike and Minor Threat. Niketown at Oxford Circus, London



## **REVENUE RETURN AND MARKET POSITION**

Even Nike, often lauded as one of the strongest global brands in the retail industry, is taking a hit from the coronavirus pandemic. The Portland, Oregon-based sneaker maker on Thursday reported an unexpected quarterly net loss and a sales decline of 38% year-over-year, as its business was hurt from its stores being shut temporarily, and online revenue was not enough to make up for that. Its inventories also piled up, weighing on profits, as its wholesale partners such as department stores

also had their shops shut and took in fewer orders for shoes and clothes. Nike shares were recently down around 4% in after-hours trading. Here's how Nike did during its fiscal fourth quarter: Loss per share: 51 cents Revenue: \$6.31 billion Nike reported a loss of \$790 million, or 51 cents per share, during the period ended May 31, compared with net income of \$989 million, or earnings of 62 cents a share, a year ago. Total revenue was down 38% to \$6.31 billion from \$10.18 billion a year ago. Sales in North America were down 46%, while sales in China were down just 3%, with many of Nike's stores in that region reopening sooner during the pandemic than in the U.S. Sales at the Converse brand dropped 38%. For the Nike brand, footwear sales fell 35%, apparel was down 42% and equipment revenue tumbled 53%, as sports and many recreational activities have largely been put on hold due to the Covid-19 crisis. Digital sales soared 75%, representing about 30% of total revenue, as shoppers flocked to Nike's website for sneakers and workout gear. The company had previously set a goal to reach 30% digital penetration by 2023. But that timeline was accelerated rapidly because of the pandemic. Now, the company said it is targeting its e-commerce sales accounting for 50% of overall sales "in the foreseeable future." But expenses for shipping and returns also put more pressure on the company's profits. Nike's margins during its fiscal fourth quarter shrank to 37.3% from 45.5% a year ago.

### **BREAK EVEN POINT**



After Arizona Gov. Doug Ducey announced the state would revoke \$1 million in discretionary incentives to Nike for a proposed \$184 million Nike manufacturing plant in Goodyear, city leadership said they remain committed to their agreement with the athletic apparel giant. A city in Idaho was the closest competitor to Goodyear for Nike's prized manufacturing plant, so local and Arizona officials explored key incentives that were revoked in the summer by Gov. Ducey to try to lure the apparel maker to the Valley, documents obtained by the BusinessJournal show

# GROUP 3

**GS LOHIA GIRLS COLLEGE  
ENTREPRENEURSHIP  
DEVELOPMENT PROJECT  
REPORT ON STARTUP  
THE SUCCESS  
STORY OF  
ZILINGO  
THE GIFT OF  
GOD**



**SUBMITTED BY:**

NAME	ROLL NO	SEMESTER
Sima Moran	72	3 <sup>rd</sup> semester
Niharika Kashyap	40	3 <sup>rd</sup> semester
Shruti Chauhan	69	3 <sup>rd</sup> semester
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Adrijaya Paul	03	3 <sup>rd</sup> semester
Nikita Mazumdar	41	3 <sup>rd</sup> semester
Akshita Baruah	04	3 <sup>rd</sup> semester

# **CONTENT**

1. INTRODUCTION
2. CONCEPT
3. FINANCE
4. MARKETING
5. REVENUE
6. ZILINGO RECTANGLE
7. CONCLUSION

## **INTRODUCTION**

Zilingo is a technology and commerce platform in the fashion industry. The Singapore headquartered startup was founded in 2015 by Ankiti Bose and Dhruv Kapoor.

## **CONCEPT**

Many of the small and medium-sized shops that came from remote areas sell their product. The shopkeeper has:-

- 1) No Financial Support
- 2) Not Able to Reach the Right Customers

The concept of zilingo is to give a platform for these kinds of shopkeepers in the whole Southeast Asia, so together with **DHRUV KAPOOR** formed zilingo.

## **FINANCE**

The company began with seed funding from **Sequoia India** and raised an additional \$8 million in a series A, funding round in September 2016. It raised an additional \$18 million in 2017 in a series B round and \$54 million in a series C round in 2018. And in 2019, \$ 226 million in series D round.

## **MARKETING**

The company started off as a long-tail fashion marketplace leveraging Southeast Asia's growing internet connectivity to bring small merchants from the street markets of Bangkok and Jakarta into the e-commerce fold, supported by distribution, cataloguing and financing services Zilingo began to offer.

## **REVENUE**

In March 2016, the revenue was Rs 4,34,000 , then on 31st March 2017, the revenue was \$1.8 Million, and on March 2018 the revenue increased by 12% i.e \$21.6 Million, and in April 2018 to January 2019 it increased 4 times more \$ 86.4 Million.

# **ZILINGO** **RECTANGLE**

## **1) Technology Tools**

- Buyers can see the products in factories
- Inventory Management

## **2) FinTech**

The people make good products but have no money to buy raw materials. So, Ankita Bose partnered with a financial company, took money from them and gave it to the small manufacturer with a low interest rate.

## **3) Zilingo Network**

They buy raw materials from Bangladesh to Vietnam to Cambodia , where they can buy raw material at a low rate and can procure it. So Zilingo network provides platform and connection for them to procure it simply

#### **4) Zilingo Local Support**

Support manufacturer who are unaware with the following:-

- Helps In Documentation
- Training

Zilingo is giving a full support system which makes the relationship deeper.

### **CONCLUSION**

The technology tools are successful as they are providing technology service and the raw material. Suppliers are also successful as they are selling raw materials to manufacturers. Zilingo and the manufacturers' relationship is not limited to just buying and selling of goods or not just about collecting money. The relationship between Zilingo and manufacturers is to make stable and to empower them.

**GS.LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**ZIVAME**  
**FROM A WOMAN FOR THE WOMEN**



**SUBMITTED BY:**

NAME	ROLL NO	SEMESTER
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# **CONTENT**

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2. CONCEPT

3. FINANCE AND FINDING

4. MARKETING AND SALES

5. REVENUE RETURN AND MARKETING POSITION

6. BREAK EVENT POINT

7. GOVERNMENT INCENTIVES

## **INTRODUCTION**

Zivame is a e-retail lingerie brand for women founded in 2011 by Richa Kar & Kapil Karekar with the vision of helping women uninhibitedly shop for intimate wear, situated in Bengaluru, India. The CEO of Zivame is Amisha Jain.

## **CONCEPT**

The concept of Zivame is to help women in

- accessibility of good quality and affordable lingerie.
- Feel confident while exploring the lingerie collections.
- To get fitted correctly.

## **FINANCE AND FUNDING**

Richa started Zivame with 35 lakh rupees from her savings and contributions from friends and family. The company raised its 1<sup>st</sup> round of funding with 3 million dollar and till now it has raised a total of 69 million dollar in funding over 8 rounds.

## **MARKETING AND SALES**

Zivame uses Omnichannel marketing strategy which is providing customers with a fully integrated shopping experience from the physical store to the virtual store including mobile application. Zivame also has set up 'Fit Studios' across the country.

Global Net Sales (2020)

US\$ 25.7m

## **REVENUE RETURN & MARKETING POSITION**

Zivame is the no.1 online lingerie company in India. In the fashion market in India, Zivame is ranked # 15 with >US \$ 20m in 2020. Zivame with a revenue of Rs 140 crore in FY19, is expected to cross Rs 250 crore in revenue in FY2020.

Global Rank (2020)

#3,750

## **BREAK EVENT POINT**

Actoserba, which runs Zivame has narrowed its losses from over Rs 32 crore in FY19 , and is also looking to achieve break – even in the next 12 months . Currently, Zivame brand has Rs 240 crore annual runrate for FY20.

## **GOVERNMENTS INCENTIVES**

Some of the government incentives for entrepreneurs ate :-

Credit Guarantee, Raw Material Assistance, Infrastructure Development Scheme, MSME Market Development Assistance, Street Shakti Package for Women Entrepreneurs, Cent Kalyani Scheme, Orient Mahila Vikas Yojana Scheme etc.

## **SUGGESTION**

More knowledge and assistance can be provided to rural women.

**GS.LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT**  
**PROJECTREPORT ON STARTUP**  
**THE SUCCESS STORY**  
**OF CRAFTSVILLA**  
**Market place to discover India**

**Craftsvilla**

**SUBMITTED BY:**

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Adrijaya Paul	03	3 <sup>rd</sup> semester
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1. INTRODUCTION
2. CONCEPT
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4. MARKETING AND SALES
5. REVENUE RETURN AND MARKETING POSITION
6. BREAK EVENT POINT
7. GOVERNMENT INCENTIVES

## **INTRODUCTION**

Craftsvilla was founded in the year 2011 by Manoj & Monica. Today it has around 200 employees.

Over the period of 7 years, the company grew but still managed its essence of small, passionate, caring & transparent culture.

## **CONCEPT**

Craftsvilla.com uses a marketplace model to capture the regional variations of India. They connect local artisans and designers directly to global customers and thereby increase their livelihood, remove middlemen, help them create and promote their brand and thereby preserve the Indian culture.

## **FINANCE AND FUNDING**

Craftsvilla has secured \$18 million in Series B funding led by Sequoia Capital. Nexus Venture Partners, Lightspeed Venture Partners and GFC also participated in the round.

## **MARKETING AND SALES**

With more than 5 million SKUs and 35,000 registered sellers, Craftsvilla delivers products to over 40,000 pin codes in India.

Along with selling products of others on Craftsvilla.com, they are creating their own brands too.

Craftsvilla has also partnered with offline stores such as Central, Lifestyle, Pantaloons and Reliance Trends.

## **REVENUE RETURN & MARKETING POSITION**

Craftsvilla.com claims to be growing with zero paid advertising. Craftsvilla acquired Mumbai based logistics company- Sendd in 2016. Later, it acquired a marketplace for ethnic foods named PlaceofOrigin founded in 2014, it also acquired women's clothes rental platform F2SO4.

## **BREAK EVENT POINT**

Mumbai based KribhaHandcraftsPvt limited which runs a ecom market for handicrafts Craftsvillaclaims to have hit breakeven with profit after tax of 1.2 percent of sales for the second quarter of 2013.

## **GOVERNMENT INCENTIVES**

Some of the government incentives for entrepreneurs are:-  
Credit Guarantee, Raw Material Assistance, Infrastructure Development Scheme, MSME Market Development Assistance, Street Shakti Package for Women Entrepreneurs, Cent Kalyani Scheme, Orient MahilaVikasYojana Scheme etc.

## **SUGGESTION**

More access to social marketing.

# GROUP 4

**G.S.LOHIA GIRLS COLLEGE  
ENTREPRENEURSHIP DEVELOPMENT  
PROJECTREPORT ON STARTUP**

**THE SUCCESS  
STORY OF PURPLE**



**SUBMITTED BY:**

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MUSKAN MODI	35	
SANJANA GUPTA	65	
SIDDHI MITTAL	71	
SRISTI DUTTA	75	
SUMAN VERMA	76	

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## INTRODUCTION

**Purplle is an online cosmetics and beauty products platform that provides a personalized shopping experience to its customers. Purplle is known as beauty products vertical in the industry by taking the skin and hair type of their consumer into account. Here is everything you need to know about Purplle.**

**Average women of India are no longer relying just on talcum powder, bindi, and a kajal. Over the last decade, there is a drastic change in the lifestyle of [Indian women](#), especially the middle class. Globalization plays a crucial role in such a transformation in the life of an average Indian woman.**



**Interestingly, there is not much customization available in the cosmetic industry, in contrast to home decor or furnishing sectors, among many others. At that time, Indian customers were already comfortable with horizontal e-marketplaces like [Amazon](#) and [Flipkart](#). They are already used to purchase various products like apparels, electronics, footwear on these platforms. Hence, they needed to make a differentiation in their product along with a unique shopping experience to tempt their customers to choose a vertical platform over a horizontal player.**

**We could easily say that Purplle faced many impediments before it became a top player in its e-commerce sector of India.**

## CONCEPT

**Manish Taneja**  
**Co. Founder,**  
**CEO**



**He has a strong background in finance and technology and an amazing work experience with the big players of the industry including Avendus Capital and Lehman Brothers. Manish then decided to start his own venture and since then, he hasn't turned back. He plays the role of a friend, a CEO and a guide. A green tea connoisseur and full time leader, this guy is living the definition of 'winning life'!**

**Rahul Das**  
**Co. Founder, COO**



**Rahul loves the intersection of technology and consumer perspectives. An IIT Kharagpur & IIM Ahmedabad graduate, he experienced a rich and diverse journey from writing AI scripts for multiplayer gaming engine to building aero structure facilities to working on advanced fuel cell technology. He has an uncanny ability to effortlessly connect with CXOs and workers on a shop floor alike. An automobile enthusiast in his free time, Rahul loves reading biographies.**

## **The Founders and The Idea Behind Purplle**

**Manish Taneja, an alumnus of [IIT Delhi](#) is the Founder and CEO of Purplle. The startup was his next endeavor at entrepreneurship. He made his first attempt at the age of 24, which dwindled only within two years. Manish has already worked at Avendus Capital, and later, he chose to work with FidelityPartners.**

**After turning 27, he again ventured into startups with Rahul Das, an IIT Kharagpur, and IIM Ahmedabad and Suyash Katyayani, an IIT Kharagpur alumnus as well. At that time, Rahul Das was working with the Tata Group, and Suyash is now the CTO of Purplle. The three of them were initially confused between furniture and fashion, but later on, the trio settled down with cosmetics and beauty instead. They came to this decision as purely business call because they realized that a furniture business would require a high investment, and there were already other startups in the fashion e-commerce industry; Myntra and Jabong were doing pretty good in the market.**

**India's #1 Beauty Destination**

## FINANCE AND FUNDING

**Purpille has raised a total of \$168.6M in funding. The latest funding round, Series E, for Purpille, came on October 29, 2021, where the company successfully raised \$75 million led by Kedaara Capital. This is the second funding round that the women-focused beauty startup has witnessed in 2021.**

**Purpille is currently funded by around 15 investors, where Spring Marketing Capital and Verlinvest are the most recent investors.**

**Global investor Goldman Sachs-backed online beauty and personal care platform Purpille.com on Monday said it has raised USD 8 million (around Rs 56 crore) from Belgium-based investment firm Verlinvest in series-C funding round.**

**This new fundraising follows the USD 30 million capital infused by few investors including the US-based Goldman Sachs, IvyCap Ventures, Blume Ventures and JSW Ventures in December 2019.**

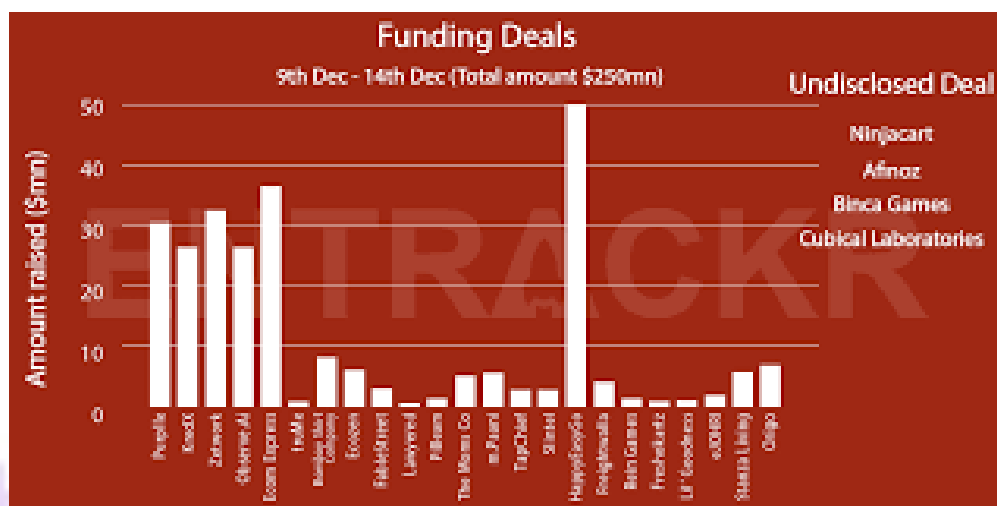
**"The funding from Verlinvest will be utilised to further strengthen Purpille's supply chain, innovation and technology capabilities as well as for brand building," Purpille.com said in a statement.**

**Verlinvest has over 1.6 billion euro of assets under management and its Indian portfolio includes brands such as BYJU'S, Sula Wines, Epigamia, Veeba Foods and Future Consumer.**

**"This investment aligns with our intent of creating a sustainable multi-decade enterprise," Purpille.com co-founder and CEO Manish Taneja said.**

**Launched in 2012, the company had raised USD 10 million over the past six years.**

Verlinvest India Head of Investments Arjun Anand said, "We believe consumer preferences are changing rapidly with online penetration in this space and Purple has great momentum to delight Indian consumers."



**Purple**.com

India's #1 Beauty Destination

## RETURN, REVENUE AND MARKET POSITION

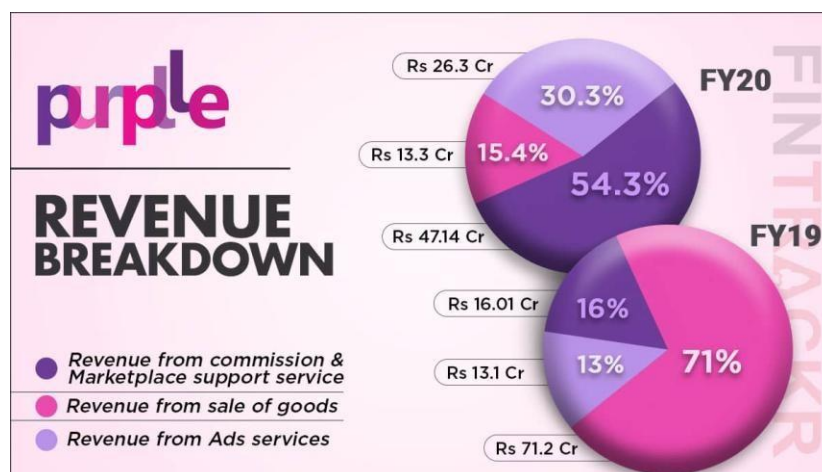
For online beauty and cosmetics selling platform Purplle, FY20 has turned out to be exceptional in terms of funding as the company had raised a [\\$30 million](#) Series C round led by Goldman Sachs.

While most growth-stage companies usually look to scale up quickly after a large cash infusion, Purplle hasn't grown that rapidly and its pivot to a marketplace model appears to be the handbrake.

Manash Lifestyle, the entity that operates the online platform Purplle.com, had moved from an inventory model to a marketplace model during the last fiscal and as a result, it only booked commission charged on sales and not the actual sale of products as revenue.

Purplle's operating revenue dropped by around 14% to Rs 86.8 crore during FY20 from Rs 100.4 crore in FY19 and its annual losses surged by 512.3% to Rs 24.92 crore during FY20 from Rs 4.07 crore lost in FY19, data sourced from regulatory filings show. As per media [reports](#) the company had achieved a gross merchandise value of around Rs 350 crore during FY20.

Breaking down its revenues further, we see the impact of the company's transition to a marketplace model as revenue from the sale of its in-house products dropped by 81.3% to Rs 13.3 crore in FY20 from Rs 71.2 crore in FY19. Such sales made up only 15.45% of the revenues in FY20 as opposed to 71% in FY19.



Purple chose to move away from private labels, a model that is working well for its peers including Nykaa and direct to consumer brands Sugar Cosmetic and Mamaearth.

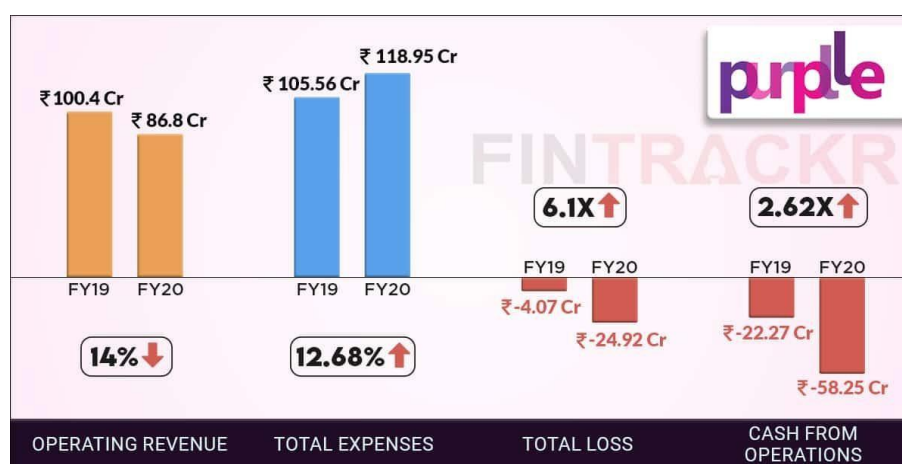
Purple's revenue from advertisements grew by 101% to Rs 26.3 crore and collections in the form of commission and marketplace fees surged by 194.4% to Rs 47.14 crore during the fiscal ended in March 2020. These verticals made up 30.3% and 54.3% of the operating revenues respectively.

Purple also earned a non-operating income of Rs 7.26 crore which grew by 542.5% during FY20.

Purchase of stock in trade contracted by 85% from Rs 51.03 crore in FY19 to only Rs 7.74 crore While most of its competitors including Nykaa have witnessed growth during FY20, Purple's scale has contracted with a significant drop in the sales of its private-label products.

It's worth noting that the company had recently co-led a Series A round in personal care brand [Juicy Chemistry](#) along with Verlinvest.

Expenditure on advertising and promotions was the biggest cost centre making up 30.7% of the total costs incurred during the last fiscal. These costs surged by 92.1% to Rs 36.5 crore during FY20 from Rs 19 crore spent in FY19.



Employee benefit expenditure also grew by 70.5% from Rs 11.34 crore spent in FY19 to Rs 19.34 crore in FY20. These costs accounted for 16.35% of the annual expenses incurred by the company and included ESOP based payments of Rs 1.8 crore.

Other operating expenses including technology and logistics costs stood at Rs 38.09 crore while expenses on legal and professional fees ballooned 473% to Rs 10.2 crore during FY20.

Rental costs of Rs 2.52 crore pushed the total expenditure incurred to Rs 118.95 crore which grew by 12.7% as compared to Rs 105.56 crore spent in FY19.

In FY20, Purple spent Rs 1.7 to earn a rupee of operating revenue.

The mix of contracting revenues along with incremental costs didn't help the financial position of Purple and its EBITDA margins worsened from -3.4% in FY19 to -23.73% in FY20.

FY 2019-2020

purple

FINTRACKR

	FY20	FY19
EBITDA Margin	-23.73%	-3.40%
Assets Turnover Ratio	0.52x	3.03x
Expenditure/ ₹ of Op Revenue	₹ 1.37	₹ 1.05
ROCE	-16.14%	-50.77%

## TYPES OF PRODUCT

**Purple Concealer.**

**Purple Lipstick.**

**Purple Mascara.**

**Purple Primer.**

**Purple Compact.**

**Purple Serums & Essences.**

**Purple Makeup Kits.**

**Purple Nail Polish.**



### Purple in Numbers



Repeat customers  
**80%**



Brands  
**650**



Most popular  
categories  
**Hair & Makeup**



Average  
Ticket Size  
**Rs.1500**



## COMPETITORS



**Flipkart**



India's #1 Beauty Destination



## PROMOTION, PLACE AND PRICE



Social websites like FACEBOOK, TWITTER, and YOUTUBE etc are best platform to promote a company.

For android user playstore and for Apple users appstore are two places for this App.



Through Purplle provides many free features but for premium version purplle the price should be set as 1 USD per months and 5USD per year. This price should be set by keeping focus on purchasing behavior of consumers.

## BREAK EVEN POINT

### Tough road to profitability

*With healthy revenue growth, some start-ups are finally turning profitable*

₹ billion	FY17		FY18		FY19	
	Sales	PAT	Sales	PAT	Sales	PAT
Lenskart	2.47	0.02	4.23	-0.02	5.3	0.009
FirstCry	2.4	-3.93	3.55	-0.54	5.4	-9.32
Nykaa	2.14	-0.36	5.78	-0.28	12.3	-0.21
Purplle	0.21	-0.15	0.31	-0.13	1.01	-0.04
FabAlley	0.28	-0.006	0.53	-0.02	0.9	0.013

Source: Tracxn



## **CONCLUSION**

This discovery led the entrepreneur to roll out a natural skin care brand from Israel which had a strong focus on Chamomile. Another quick discovery was users hunting for designer perfumes in the price range of `1,500-`2,000 with floral notes. Taneja is trying to rope in brands that can meet such demands.

“That’s the beauty of technology,” says Taneja. By collecting beauty personas of users such as hair and skin type, the proprietary beauty knowledge engine personalises the product discovery process for consumers, and also provides useful tips: tea tree can help itchy scalp, party wear needs brighter lipstick shades and red goes well with fair skin. “It deciphers trends and converts them into product insights,” he says, adding that private labels on the marketplace seek to plug the gaps experienced by consumers.

“Purpille is the only platform where one can find the perfect ginseng shampoo for hair growth or a lipstick which matches skin tone within seconds,” claims Taneja, adding that the marketplace has largest assortment across 650 brands, 50,000 SKUs, and 300 beauty specific sellers.

“We are using technology in our search, recommendation, personalisation, marketing, pricing and merchandising,” he says, adding that the company has tied up with over 6,000 salons with detailed pricing information on the platform for customers to make a choice for the right service.



**G.S.LOHIA GIRLS COLLEGE**  
**ENTERPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**BIGBASKET**



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# TYPES OF PRODUCT

- Fruits & vegetable
- Foodgrains,oil & masala
- Kitchen,garden & pets
- Cleaning & household
- Beauty & hygiene
- Snacks & branded food
- Bakery,cakes & dairy
- Beverages



**big**basket



# MARKETING STRATEGY

Social media marketing one of the key factors towards the success of any business these days, especially e-commerce businesses, is social media. And bigbasket, in the space of only 7 years, has already learned this.

Another social media campaign they can follow is #detoxwithbb. This will mainly be carried out on instagram, where bigbasket can post health tips in the form of pictures of detoxifying foods and helping their followers achieve a better diet. For example, a picture of an apple that says, its fibre pectin aids in getting rid of piled up metals and food additives. This ensures that health obsessed can also follow bigbasket's instagram page for the useful content and end up shopping from bigbasket due to online discounts and other benefits they become aware of due to following the brand's social media



# COMPETITORS

Bigbasket's main competitors are grofers and zopnow. Both bigbasket and zopnow were founded in 2011, but grofers is newer, founded in 2013. Both of bigbasket's competitors are hyperlocal online markets whereas bigbasket keeps an inventory as well. Bigbasket has a presence in 26 cities, whereas grofers delivers at 25 cities, and zopnow is restricted to only 9 cities.

On the basis of the above data, it is clear that at the moment, bigbasket has the upper hand in the digital sphere, and grofers isn't close behind. The direct competitors of Bigbasket are Grofers and Freshtohome. Big giants Amazon, Walmart and Reliance have also started their grocery business recently. Other new entrants are Swiggy and Zomato.



# FUTURE PLAN

Bigbasket plans to go for an initial public offering but not in the immediate future, the co-founder said. ET had previously reported that e-grocer will launch an IPO in the next two years.

With demand for private labels seeing a surge on its platform, online grocer BigBasket is betting big on the in-house segment with a planned investment of Rs 200 crore in the current financial year.

The Bengaluru-based company is in the process of adding a string of new offerings to its private labels category as it looks to increase monthly sales from Rs 250 crore now to Rs 400 crore by March 2022.



**G.S.LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**INDIAN E-COMMERCE WEBSITE**



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Siddhi Mittal	71	
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# INTRODUCTION

Firstcry is an Indian e-commerce company, headquartered in pune. The company, launched in 2010, initially focused on baby products retailing. In January 2020, the company had over 380 stores across India. Firstcry opened its first outlet in Srinagar in May 2019.

**Supam Maheshwari** serves as the Chief Executive Officer (CEO) of the baby care firm, First Cry based in Pune, Maharashtra, India. He is a first-generation entrepreneur who has a sharp business mindset. He is a brilliant executioner and is well known for his leadership skills. He first established a company called **Brainvisa Technologies**, with its co-founder Amitava Saha. However, the venture was sold and thereafter, he launched First Cry through Brain Bees.

## IDEA GENERATION:



The seeds were sown in 2010 when the options for buying baby care and kids' products online were extremely limited in India. Supam, the co-founder and owner of First Cry, would buy things for his son from the countries he visited for business trips. The situation made him realize the **huge opportunity for an online platform in the Indian**

**market** that would give Indian parents access to the **best baby care brands** from across the globe. This is how Supam Maheshwari and Amitava Saha started FirstCry.

The Company also has two private labels called **Baby Hug**, which is into apparel for babies and kids, and **Cute Walk**, a footwear brand. FirstCry is now **one of the largest online shopping platforms for kids** and has over 350 franchised brick-and-mortar shops in **more than 100 Indian cities**.



## How FIRSTCRY STARTED

SUCCESS STORY OF FIRSTCRY



firstcry.com  
INDIA'S FAVORITE BABY & KIDS STORE

Largest Collection of  
**BABY & KIDS**

 **SUCCESSKO**  
NEVER ENDING STORY

 **SUCCESSKO**

# **TYPES OF PRODUCT**

## PRODUCTS

Baby clothes

Kids clothes

Footwear

Toys, books



Feeding and nursing

Bath and skin

Health and safety

Gear and nursery

Mom's and maternity

## **FINANCE AND FUNDING**

Baby and mother care products retailer First cry has secured around \$400 million (Rs 2824.23 crore) from Softbank Vision Fund as part of its series-E funding. While the Japan-based PE fund has infused \$296 million (Rs 2,120.5 crore) upfront, it has committed another \$100 million (Rs 703.71 crore) in the second tranche. According to the financial data accessed by business intelligence platform Tofler, FirstCry's holding entity BrainBees Solutions has allotted 73.1 million series E shares at a price of Rs 386 each to SVF Frog, a Cayman Islands-registered entity of Softbank as part of the deal. Though, how much stake Softbank will hold after this round of funding has not been clarified by the company. Media reports had earlier suggested that the Softbank was looking at around 40 per cent holding in the company in lieu of \$400-million investment.



Prior to this funding round, the start-up has raised about \$125 million from clutch of investors such as IDG Ventures India, SAIF, Valiant Capital, Ratan Tata, Vertex Venture, and NEA.

The funds raised from Softbank are expected to be used by FirstCry to expand both its offline and online presence as well as to strengthen its technology platform. The company posted a revenue of Rs 535 crore in FY19, which it expects to grow to around Rs 2,000 crore in the current financial year. FirstCry had acquired BabyOye's franchise business from Mahindra for \$54 million in 2017.

As part of its diversification drive, the company acquired Oi Playschool in November last year.

# MRAKETING STRATEGY.

Since **Face book is the main social media platform**, it is where they have their highest engagement rate. They often hold frequent contests here and post consistently. They don't very often repost from other bloggers on their Facebook page.

In order to truly make their presence felt on the social media platform, **the brand** has adopted a few strategies, like making use of certain campaigns like **#ItsAMomsWorld along with offers and other contest posts**. Their signature hashtag revolves around mothers dressing up, posing with „cool props“ and taking a picture with a „Super Mom“ at any one of their stores.

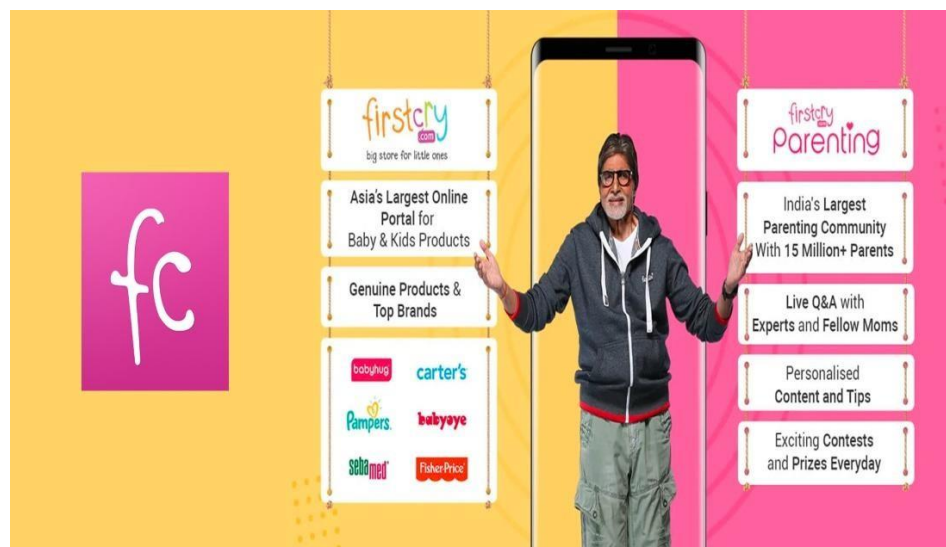


**FirstCry's Instagram isn't all that great.** They don't post very often. As of May 2017, their last post was on 24th January the same year. They post only about offers and have very poor engagement. On YouTube, the brand mainly posts **baby game videos** and **advertisements for new baby products**.

On FirstCry's Twitter, they mainly post festivals. They are also able to manage their customer feedback by responding to complaints quickly and promptly. They post on their Twitter on a daily basis.

**#Momprenneur** is a **social media** campaign that our student has suggested for the brand. It involves posting inspiring stories of women entrepreneurs who are also mothers. Since the audience on Facebook consists 54% of women, this could be an effective idea to cater to their following.

**#SleepingBeauty** is a campaign which targets fathers. It entails the unique sleeping positions fathers have to adopt in order to ensure that both their infant child and wife get a comfortable good night's sleep. It can involve funny creatives where the baby is in an odd position all over the bed while the father is uncomfortable.



# COMPETITORS

SWOT analysis of FirstCry analyses the brand by its strengths, weaknesses, opportunities & threats. In FirstCry SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables a brand like FirstCry to benchmark its business & performance as compared to the competitors. FirstCry is one of the leading brands in the IT & Technology sector.

## COMPETITORS



# **RETURN, REVENUE**

## **MARKET POSITION**

firstcry.com, operated by Brain Bees Solutions Pvt., Ltd., is an online store with nationally-focused sales. Its e-Commerce net sales are generated almost entirely in India. With regards to the product range, firstcry.com achieves the greatest part of its e-Commerce net sales in the “Toys, Hobby & DIY” category. Furthermore, products from the “Food & Personal Care” category are part of the offer. The online store was launched in 2010.

### **FirstCry.com**

- ❑ Launched in 2010, FirstCry.com is Asia's largest online portal for baby and kids products and offers a range of top brands for babies, kids and moms.
  - ❑ FirstCry has an inventory of more than 70,000 items from over 700 top International and Indian brands like Mattel, Ben10, Pigeon, Funskool, Hotwheels, Nuby, Farlin, Medela, Pampers, Disney, Barbie, Gerber, Fisher Price, Mee Mee and more.
  - ❑ They had also launched its own private label called BabyHug (apparel brand) and CuteWalk (footwear brand) which was adding to about 20% of their revenues.
-

## **CONCLUSION**

Though the trend of buying online is increasing exponentially, tradition offline retail still remains the most preferred option for a large chunk of people. Following this trend, the company is also planning to add 200 global brands to its portfolio by the end of this year. It will also push its Babyhug brand overseas.

“We currently have about 17,000 products in the Babyhug range and will continue to add more to add depth to the different categories,” said Maheshwari. Firstcry initially started reaching out to its potential customer via the e-Commerce route and has recently revamped its loyalty programme in a way that customers could earn points on both online and offline (in-store) purchases and redeem them on either platform.

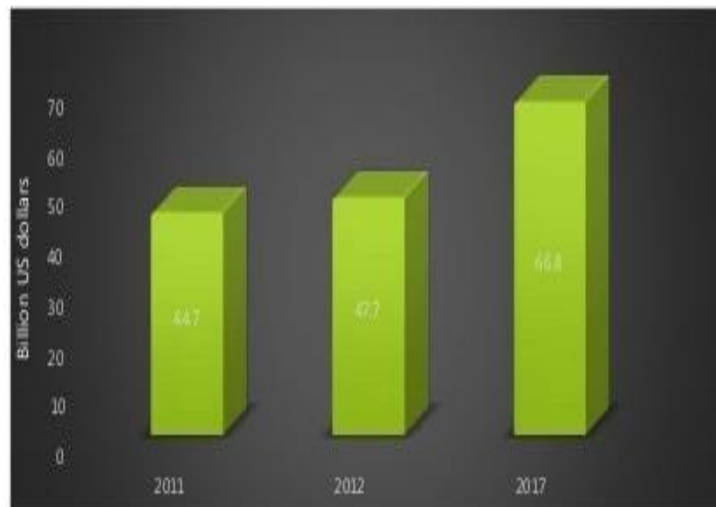
"We will continue to scale up this programme and double the number of hospitals we reach, from 7000 at present, over the next two years - or go from 100,000 moms a month to 200,000 moms a month," said Maheshwari.

He added that he expected the business to grow at a minimum of 100 per cent year-on-year for the next two years.

In 2015, the company raised \$36 million from New Enterprise Associates, Valiant Capital, IDG Ventures India, Ventex Venture Holdings and SAIF Partners. The overall baby care market in India is around \$12 billion of which less than 5% is estimated to be online.

Operator of an online shopping store intended to offer a range of baby care and kids products. The company's store offers a range of baby and kids products across categories that include kid's clothing, footwear, baby toys, books, birthday gifts, baby gear, among others, enabling customers to choose from a wide variety of baby products at the lowest prices with free shipping and prompt customer service.

## Baby Products Market



# **GROUP 5 & 6**

**G.S.LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**INFOSYS**



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2. CONCEPT
3. FINANCE AND FUNDING
4. MARKETING AND SALES
5. REVENUE RETURN AND MARKET POSITION
6. BREAK EVEN POINT

## **INTRODUCTION**

Infosys Limited is an Indian multinational information technology company that provides business consulting, information technology and outsourcing services. The company was founded in Pune and is headquartered in Bangalore. Infosys is the second-largest Indian IT company. It was founded on 2nd July 1981 by N. R. Narayana Murthy, Nandan Nilekani, S. Gopalakrishnan, S. D. Shibulal, K. Dinesh, N. S. Raghavan and Ashok Arora. On 24 August 2021, Infosys became the fourth Indian company to cross \$100 billion in market capitalization.

## **CONCEPT**

Infosys was founded by seven engineers in Pune, Maharashtra, India with an initial capital of \$250 in 1981. It was registered as Infosys Consultants Private Limited on 2 July 1981. In 1983, it relocated its office to Bangalore, Karnataka, India. The company changed its name to Infosys Technologies Private Limited in April 1992 and to Infosys Technologies Limited when it became a public limited company in June 1992. It was later renamed to Infosys Limited in June 2011. Infosys shares were listed on the Nasdaq stock exchange in 1999 as American depositary receipts. It became the first Indian company to be listed on Nasdaq. In July 2014, Infosys started a product subsidiary called EdgeVerve Systems, focusing on enterprise software products. Its annual revenue reached US\$100 million in 1999, US\$1 billion in 2004 and US\$10 billion in 2017.

## **FINANCE AND FUNDING**

Infosys has raised a total of \$200M in funding over 1 round. This was a Post-IPO Equity round raised on Jul 10, 2008. Infosys is registered under the ticker NYSE:INFY. Infosys is funded by Chrys Capital. Infosys has made 21 investments. Their most recent investment

was on Feb 12, 2021, when ideaForge raised \$1M. Infosys has made 3 diversity investments. Their most recent diversity investment was on Oct 9, 2018, when TidalScale raised \$27M. Infosys has had 5 exits. Infosys's most notable exits include DreamWorks Animation, Waterline Data, and CloudEndure. Infosys has acquired 19 organizations. Their most recent acquisition was Carter Digital on Jan 13, 2021.

## **MARKETING AND SALES**

Infosys' marketing strategy is maintaining a premium brand image in its audience's mind. The company's marketing efforts include participation in media and industry analyst events, sponsorship and participation in targeted industry conferences, trade shows, recruiting efforts, community outreach programs and investor relations.

Infosys invests heavily in HR and networking which helps in increasing their client penetration rate. Their client-focused strategy focuses on a limited number of reputable organisations rather than concentrating on countless tiny organisations. The company also organises Ted Talks and speaker confluences by having industry experts on board. They also talk about sustainability as one of their core ethos. In 2011, they made a voluntary commitment to the UN to become carbon neutral and are since working on sustainable development goals.

## **REVENUE RETURN AND MARKET POSITION**

In fiscal year 2021, the global revenue of Infosys Limited amounted to about 13.56 billion U.S. dollars. Infosys is an Indian multinational information technology (IT) company providing IT and outsourcing services as well as business consulting to organizations.

## **BREAK EVEN POINT**

Infosys Consulting, the much-talked about business division that will make a pathway for India's foremost IT company into the think-tanks of global firms, is expected to break even during the FY13, five years after

it was incubated. Infosys has invested more than \$40 million (Rs 160 crore) in this arm, which has been bleeding. The subsidiary has posted a top-line of \$68 million (Rs 270 crore) in fiscal 2007-08 and expects to touch the \$75 million (Rs 300 crore) mark this fiscal.

**G.S LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF CANON**



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PARISHMITA KOIRI (45)

PAYAL KUMARI SINGH (46)

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SAKSHI DAS (62)

SAKSHI JINDAL (63)

VIDHI DALMIA (83)

# **CONTENT**

INTRODUCTION

CONCEPT

MARKETING AND SALES

FINANCE AND FUNDING

REVENUE RETURN AND MARKET POSITION

## **INTRODUCTION**

Canon is a global leader in the fields of professional and consumer imaging equipment and information systems. It is Japanese Multinational Corporation headquartered in Ota, Tokyo, Japan, specializing in optical, imaging, and industrial products, such as lenses, cameras, medical equipment, scanners, printers, and semiconductor manufacturing equipment. The Romanized name of Canon is Kyanon Kabushiki gaisha. It was founded on 10<sup>th</sup> August, 1937 by Goro Yoshida, Saburo Uchida and Takeo Maeda.

## **CONCEPT**

The vision of Canon is to contribute to the well-being of humanity and social prosperity by building a world that fosters a respect for the creation of new value supported by insight into the future of **science**, technology and society. Canon aims at providing support to researches of science and technology that possess a clear vision of an ideal future society, and to that end are committed to original and unprecedented projects.

## **MARKETING AND SALES**

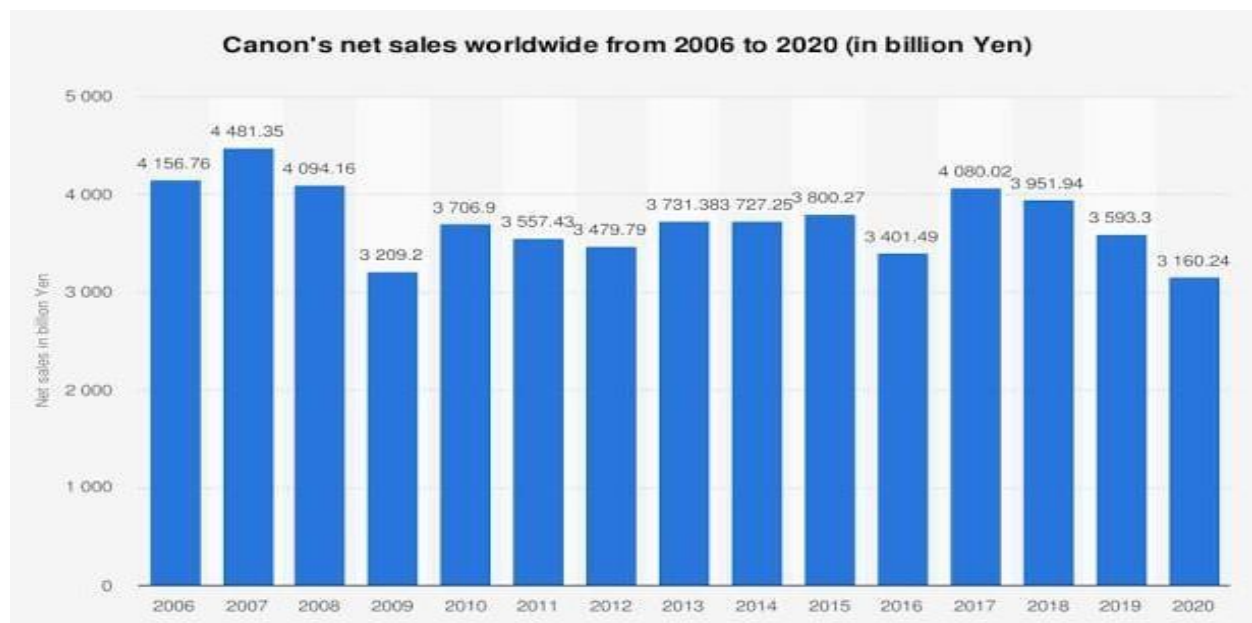
### **Marketing Mix used by Canon**

Canon integrates the 4P's of marketing i.e., **place, price, product and promotion**. Canon's product is best in terms of quality durability and hence their sustainability is assured. The pricing policy of Canon has guaranteed the consumers that it will charge the least possible amount for every product. So to attract the potential wires as well as loyal shoppers the company has tried to maintain a balance between cost

price and selling price. Canon has joined hands to form transportation partnerships so that goods are available to the distributors, retailers and consumers at least cost and minimum of cost. Even well designed and well planned websites has also been created for a better online market. Canon has an active marketing communication strategy and it includes public relations, advertising, trade shows, selling the product at either shops or via websites. It also holds promotion displays on internet or malls to highlight its products.

### Sales

In the fiscal year 2020, Canon reported net sales of around 3.16 trillion Japanese Yen, or approximately 30.39 billion U.S. dollars.



## **FINANCE AND FUNDING**

Canon is registered under the ticker NYSE:CAJ. Canon has made four Investments. Their most recent investment was on September 22, 2016, when T2 Biosystems raised \$40M. Canon has had 3 exits. It's most notable exists include T2 Biosystems, e-copy, and Decru. It has acquired

13 organizations. Their most recent acquisition was Brief Cam on May 9, 2018.

### **REVENUE RETURN AND MARKET POSITION**

Canon annual/quarterly revenue history and growth rate from 2006 to 2021. Its revenue for the quarter ending June 30, 2021 was \$8.026B, a 28.17% increase year-over-year and its revenue for 12 months was \$32.194B, a 5.87% increase year-over-year. It took the top spot with 47.9% of the digital camera market.

**G.S.LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**MY GLAMM**



**SUBMITTED BY-(3<sup>RD</sup> SEM)**

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4. MARKETING AND SALES
5. REVENUE RETURN AND MARKET POSITION
6. BREAK EVEN POINT

## **INTRODUCTION**

MyGlamm is a manufacturer and online retailer of eyeliners, lipsticks, nail polish, face chalks, powder, and makeup kits for women. MyGlamm was founded in 2015. MyGlamm's headquarters is located in Mumbai, Maharashtra, IN 400011. MyGlamm is an on-demand beauty services provider founded in July 2015 by Darpan Sanghvi. It is direct-to-consumer brand products. The brand offers formulas that are 100 percent cruelty-free along with skin-friendly ingredients. Mumbai based MyGlamm to open beauty training academics across India, raises in a Series A from France-based L'Occitane.

## **CONCEPT**

MyGlamm is a company that offers premium salon services. Its services include basic grooming like waxing, threading, facials, manicures, as well as elaborate services like bridal makeovers, nail extensions. On-demand beauty service provider MyGlamm is looking to expand its business to 10 new cities and launch its own line of products as it eyes a near threefold jump in revenues in the next six months.

## **FINANCE AND FUNDING**

MyGlamm has raised a total of \$311.9M in funding over 12 rounds. Their latest funding was raised on Nov 9, 2021 from a Series D round. MyGlamm is funded by 19 investors. Ascent Capital and Bessemer Venture Partners are the most recent investors. MyGlamm has acquired 4 organizations. Their most recent acquisition was ScoopWhoop on Oct 20, 2021. MyGlamm has raised a total of \$311.9M in funding over 12 rounds. Their latest funding was raised on Nov 9, 2021 from a Series D round.

## **MARKETING AND SALES**

“MyGlammm has been a digital-first brand since its inception, however, to be truly D2C one must be present both online and offline. Our marketing and retail strategy is very simple, be where the consumer is. We leverage all tools of marketing such as influencer marketing, performance marketing, social media platforms, and more. With retail, the strategy is to expand offline presence. At present we have 15,000+ POS across 70 cities and aim to reach 35,000 POS across 100 cities in India,” states Darpan Sanghvi, Founder, and CEO, MyGlammm.

## **REVENUE RETURN AND MARKET POSITION**

Direct-to-consumer beauty brand MyGlammm plans to more than double its offline points of sale to 10,000 as it is targeting a 300% revenue growth in the current year driven mainly by product portfolio expansion and increasing demand from tier 2 and 3 cities. The brand has a revenue run rate of \$100 million and is targeting a \$250 million run rate by March 2022. It said it is targeting Rs 500 crore revenue run rate for baby care products in the next three years. **Good Glamm Group also stated that it is looking for an IPO by financial year (FY) 2023-24.**

## **BREAK EVEN POINT**

Naiyya Saggi, co-founder of MyGlammm, said the startup has already achieved EBIDTA break-even and the new capital will serve as a war chest as it scales. By the second half of next year, MyGlammm plans to begin its international expansion, she said in an interview.

G.S.LOHIA GIRLS COLLEGE  
ENTERPRENUERSHIP DEVELOPMENT POROJECT  
REPORT ON STARTUP  
THE SUCCESS STORY OF  
NYKKA



SUBMITTED BY- (3<sup>RD</sup> SEM)

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| • PALAK JALAN(44)        | ISHIKA AGARWAL(21)   |
| • PAYAL KUMARI SINGH(46) |                      |

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- ❖ FINANCE AND FUNDING
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MARKET POSITION
- ❖ BREAK EVEN POINT
- ❖ GOVERNMENT INCENTIVES

## INTRODUCTION

**Nykaa** is an Indian e-commerce company, founded by Falguni Nayar in 2012 and headquartered in Mumbai. It sells beauty, wellness and fashion products across websites, mobile apps and 76 offline stores. As of 2020, it was valued at ₹85 billion (US\$1.1 billion) making it the first unicorn startup headed by a woman in India. Nykaa has raised money through multiple rounds of funding from the family house.

## CONCEPT

Nykaa is an India based brand that specializes in multi-beauty and personal products. Nykaa specializes in hair care, fragrances, bath and body, luxury as well as wellness product for both women and men. The platform facilitates suitably prepared and priced branded products. Nykaa is an India bits, claiming to receive more than 1.5 million per month across India.

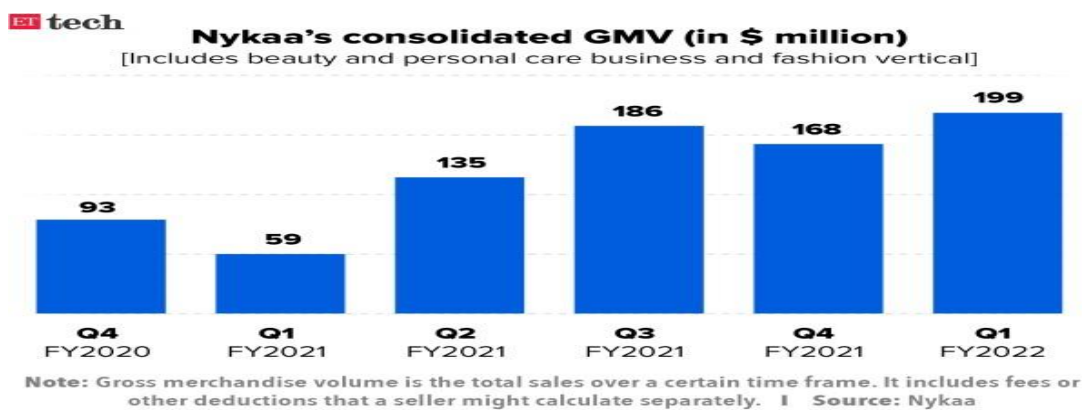
## MARKETING AND SALES

Nykaa didn't only house the top Indian brands, but since 2018 they have been bringing the best of international brands to India. In fact, some of the best Instagram beauty trend products have been launched on Nykaa and are exclusively available on their website and app. Popular international brands like Huda Beauty, Glam Glow, MAC, K-Brands, and even Farsali's Unicorn Tears are on Nykaa first.

## REVENUE RETURN AND MARKET POSITION

Nykaa, hit the Indian stock exchanges on November 10 in what was a bumper debut for the Mumbai-based firm. Nykaa's market cap went past Rs 1 lakh crore after the stock started trading at nearly 80% premium to its issue price of Rs 1,125. The fashion business grew 295% year on year to Rs 11.5 crore, against Rs 2.9 crore. While the revenues from the beauty business came in at Rs 22 crore against Rs 17.1 crore in the year-ago period, clocking a 29% growth.

## BREAK EVEN POINT



## GOVERNMENT INCENTIVES

Various schemes provided to nykka along with many other startups.some of them were Raw Material Assistance for providing the startups with raw materials,Credit Guarantee for providing long term credits to the startups,Infrastructural Development Scheme for help the startups to establish their own office ,infrastructure and various other Incentives.

# G.S LOHIA GIRLS COLLEGE

## Entrepreneurship Development project

### Report on Startup

#### The success story of Realme



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- GOVERNMENT INCENTIVES
- CONCLUSIO

## **INTODUCTION**

Realme first appeared in China in 2010 as “OPPO REAL”. It was a sub brand of OPPO Electronics Corporation until its separation in 2018 , after which it become an independent company.

On July 30 , 2018 former vice president of OPPO and head of OPPO’s foreign trade department sky Li announced his official registration from OPPO and Realme’s intention to establish China as an independent brand on the micro blogging website weibo . He added that in the future , the Realme brand will focus on providing mobile phones that integrate robust performance and stylish deigns , giving young people a joyful life featuring affordable

“Technology” and “Beauty” .

On November 15 , 2018, Realme introduced a new logo.

Industry :- Consumer electronics  
Founded :- May 4 , 2018

Founder :- Sky Li , Madhav Sheth

Headquarters :- Shenhen , China Area

served :- World wide Website

:- WWW.realme.Com

### ➤ FINANCE AND FUNDING

Sources of finance :- Equity ,debt ,debentures, retained earnings , term loans, working capital ,loans letter of credit ,Euro issue , venture ,funding , etc.

Chinese handset maker realme in investing RS 300 crore in setting up eight surface mounting technology lines to

increase capacity anticipating high demand for its smartphones around the festive season.

### ➤ MARKETING AND SALES

Chinese tech major Realme is confident of its smartphone sales growing over 30 percent to about 25-30 million units this year in India as well as strong demand for its wearable and audio products speaking to , Realme India CEO Madhav Sheth said 2020 was a “phenomenal year”

For the company and despite losing about a quarter worth of sales , Realme clocked a 25 percent rise in smartphone sales at about 19 million units.

### ➤ REVENUE RETURN AND MARKET POSITION

Realme has achieved 9.3 millions in sales for smartphone

A lot of tech life products across all online and offline channels , with 40% year on year growth during Realme festive sales.

Realme became the fastest brand to reach 50 million cumulative Smartphone shipments in India . Realme continues to dominate the local Smartphone industry as it claims the NO.1 spot in the market once again , according to international research firms IDC, Canalys

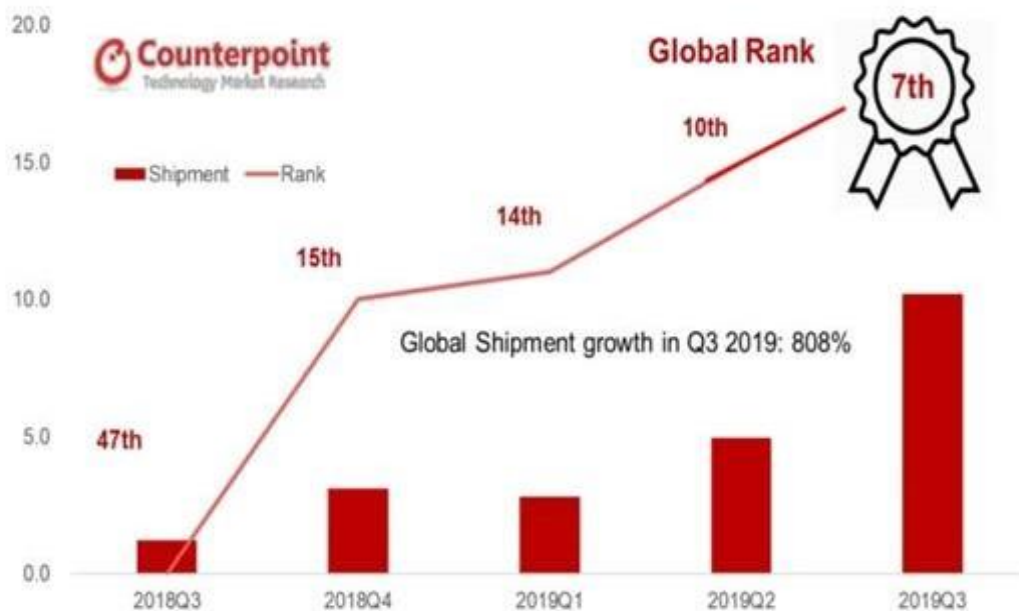
and counterpoint Research in their respective reports.

2020

## ➤ BREAK EVEN POINT

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# BREAK EVEN ANALYSIS



5

## GOVERNMENT INCENTIVES

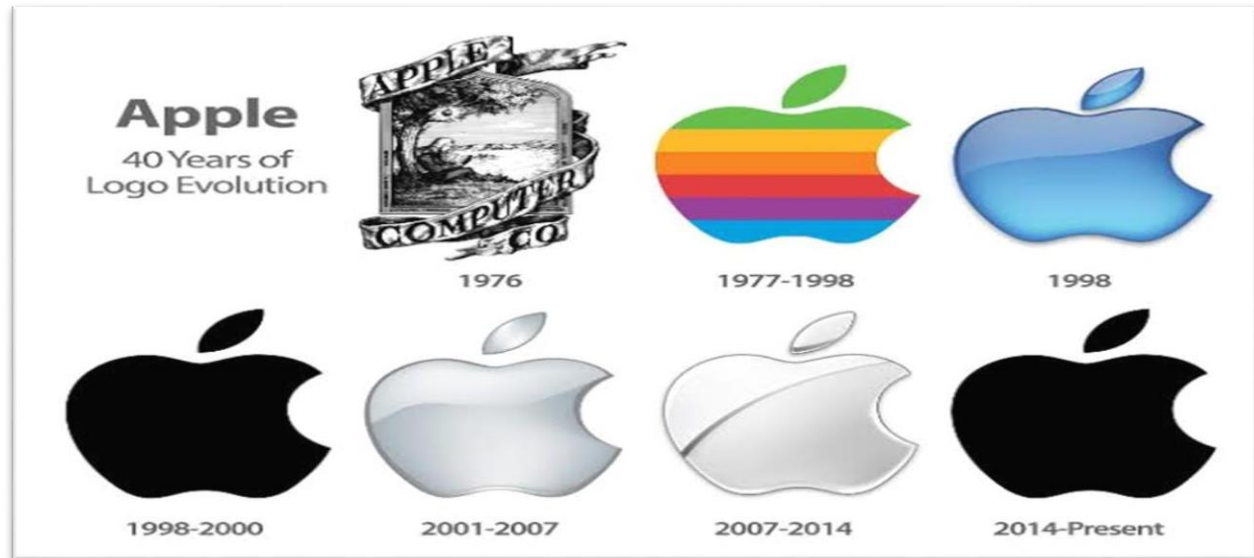
The ministry of electronics and IT has cleared 16 proposals from domestic and international companies entailing investment of RS 11000 crore under the production mobile

phones worth RS 10.5 lakh crore over the next five years. The eligible companies will get 4-6 percent incentives on incremental sale of companies.

## CONCLUSION

Smart phone are essential tools in our life . They help us to communicate , socialize and interact with each other at any point in time and for all the four corners of the world. Now-a-days , people are more preferring realme brand , because of its price, high quality and other effective features.

**G.S LOHIA GIRLS COLLEGE**  
**ENTERPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF APPLE**



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## **INTRODUCTION**

Apple Incorporation is an American multinational technology company that specializes in consumer electronics, computer software and online services. Apple is the world's largest technology company revenue and since January 2021, the world's most valuable company. It was founded on April 1, 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne to develop and sell Wozniak's Apple 1 personal computer. The Headquarter of Apple is 1 Apple Park Way Cupertino, California, U.S.

## **CONCEPT**

The vision of Apple corporate is "to make the best products on earth and to leave the world better than we found it." Similarly the company's Vice President for Environment, Policy and Social Initiatives, Lisa Jackson, stated, "we aim to create not just the best products in the world, but the best products for the world." Thus, the corporate vision statement aligns with Apple's corporate social responsibility strategy, and puts emphasis on sustainability, environmental conservation, and overall improvement of the ecological impact of the business.

## **FINANCE AND FUNDING**

Apple has raised a total of \$6.2B in funding over 6 rounds. Their latest funding was raised on Sep 6, 2017 from a Post-IPO Debt round. It is registered under the ticker NASDAQ:AAPL. Their stock opened with \$22.00 in its Dec 12, 1980 IPO. It is funded by 6 investors. Berkshire Hathaway and Microsoft are the most recent investors. It has raised a

total of \$320M across 2 funds, their latest being 50. This fund was announced on Aug 15, 2021 and raised a total of \$20M. It has made 22 investments. Their most recent investment was on Aug 26, 2021.

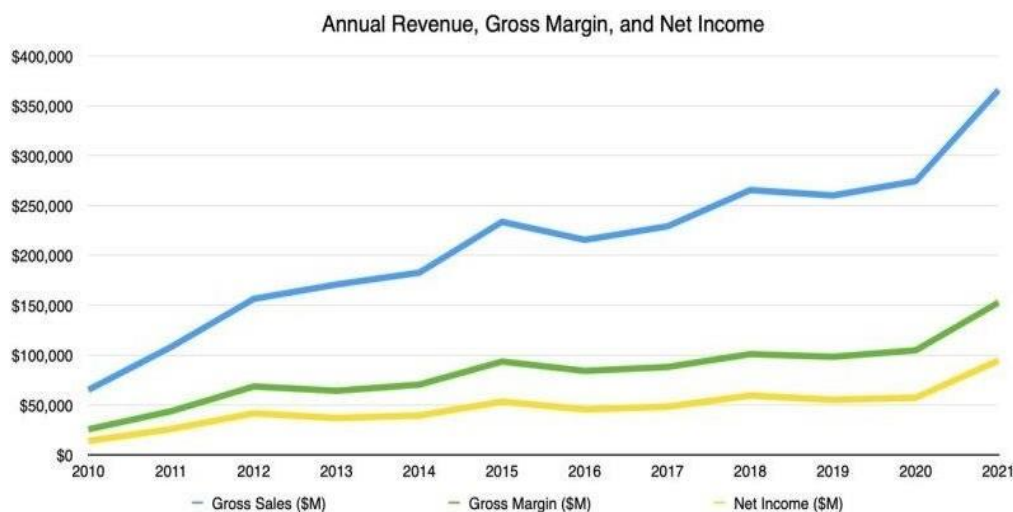
## **MARKETING AND SALES**

### **MARKETING**

Apple focuses on their UVP (unique value proposition), which is beautiful design that works right out of the box with ever-smaller packaging. It's a marketing strategy that gets juice throughout social media and is very much a competitive advantage for Apple and its market share.

### **SALES**

Apple reported total annual sales for 2021 of \$365.8 billion, up a significant 33% from the \$274.5 billion it reported in 2020. Gross margins for the 2021 year were up 45.6% from the year ago. Annual revenue, gross margins, and net income. Apple's costs also rose during 2021.



## **REVENUE RETURN AND MARKET POSITION**

Apple's iPhone sale accounted for 48.59 % of the company's overall revenue in the third quarter of the fiscal year 2021, the largest share of all Apple products. Over the years, services as well as wearable, home and accessories have made a growing contribution to Apple's net sales. In the third quarter of financial year 2021, Apple's global revenue reached 81.4 billion U.S dollars, a year on year growth of around 36%. Apple claimed a 14.1% share of the market in the second quarter of 2021, a drop from the previous quarter.

**G.S.LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**MAMAEARTH**



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## **INTRODUCTION**

Mamaearth, registered under Honasa Consumer Pvt Ltd, is the **first company in Asia** that has been certified by Made Safe – a US-based non-profit organisation that provides a comprehensive human health-focussed certification for making non-toxic products. **MamaEarth** is a manufacturer and retailer of cosmetics baby care items for kids and girls. When it goes to the restorative business, customers are constantly worried about the cycle through which the products are fabricated. This is the reason we presently see an immense buzz about natural items, normal hair care things, and unadulterated skin health management cosmetics. Consumers need to guarantee that they are utilizing the best quality items.

## **CONCEPT**

Mamaearth is a company **by the moms, for the moms, and through the moms**. They have **over 200 young moms on board** who help in conceptualizing, trying, testing, and formulating the products. Only once the products are fully approved, do they go into manufacturing. Mamaearth is sticking to its roots in delivering **toxin-free** products for mothers and their babies. They are the first company in Asia to have been certified by Made-Safe – a US-based non-profit organisation that provides a comprehensive human health-focused certification for making non-toxic products. The company's core team is focussed on growing the brand while its manufacturing is via third-party manufacturing unlike bigger players in the market.

## **FINANCE AND FUNDING**

Mamaearth is sponsored by prominent financial investors like **Snapdeal organizers Kunal Bahl and Rohit Bansal, Shilpa Shetty Kundra, Sequoia India, Stellaris Ventures, Fireside Ventures, Marico's Rishabh Mariwala**, and many more among different

investors. According to Crunchbase, Mamaearth has raised total funding of more than \$23.3 Million. At the fund closing event on January 2020, Kanwaljit Singh of Fireside Ventures noticed that Mamaearth has crossed INR 300 Crore in income for this financial year 2021. Going on like this, the organization is relied upon to develop more than 2.7x contrasted with FY2020. In September 2017, the company accomplishes \$1 million and in April 2018, it accomplishes \$250,000 of funding. In September 2018, it achieves \$4M in Series A. In January 2020, it achieves \$18M in Series A.

## **MARKETING AND SALES**

Mamaearth has worked with a lot of Influencers on the Internet. Influencers have helped the company to reach a wider audience and thus increased sales. Influencers tell the benefits of these products on various social media platforms. Mamaearth also works with five hundred mother bloggers to spread awareness about the brand. Collaborating with Bollywood Actress Shilpa Shetty Kundra as a brand ambassador has to be their best marketing strategy. Shilpa Shetty has a lot of popularity, so she becoming a brand ambassador and also an Investor hugely benefited Mamaearth. Mamaearth majorly promotes itself through Digital Ads. They have smartly utilized Digital Ads and increased their customer base. Their Ads are very catchy and symbolize their brands in an effective manner.

## **REVENUE RETURN AND MARKET POSITION**

The customer acquisition strategy of Mamaearth is completely focused on digital content. **Almost 90% of the sale of Mamaearth products comes from online platforms.** Their main aim is to sell as many products as possible online. They earn money by selling products on Flipkart, Amazon, and other similar E-commerce websites. Interestingly, only **20% of the Brand Revenue comes from baby products.** On the other hand, 80% of the Revenue comes from skincare and haircare products. As Mamaearth comes in the personal care category they enjoy

a healthy gross margin profile of about 65%. So, they can invest 40-50% of revenue in Marketing.

### **BREAK EVEN POINT**

Mamaearth, which is controlled by Honasa Consumer, presently has a yearly revenue of more than Rs. 710 crore (\$100 million).”From a small income base of Rs. 17 crore in FY2019, Honasa Consumer has seen a transient ascent with FY2021 revenue at about Rs. 500 crore. The base portfolio has developed well and new dispatches have likewise contributed,”said Jefferies’ analysts in a report on April 2021.

# GROUP 7

G S LOHIA GIRLS COLLEGE  
ENTREPRENEURSHIP DEVELOPMENT PROJECT  
REPORT ON STARTUPS

STARTUPS-

1. UNACADEMY
2. VEDANTU
3. BYJU'S
4. KUTUKI APP
5. BEAUTICIAN ACADEMY

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## THE SUCCESS STORY OF BYJU'S



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7. GOVERNMENT INCENTIVES

## INTRODUCTION

BYJU'S-The Learning App is the common brand name for Think and Learn Private Ltd., an Indian educational technology(edtech) and online tutoring firm founded in 2011 by Byju Raveendran at Bangalore. In March 2019, it was the world's most valued edtech company at \$5.4 billion (Rs. 38500 crore). Byju's has claimed on 2020 that they have gained Rs. 2800cr revenue in Financial Year 2020



## CONCEPT

BYJU'S runs on a freemium model, i.e., provides free access to content is limited to 15 days after the registration. The main product is a mobile app named BYJU'S- The Learning App launched in August 2015. It's provides educational content mainly to school students from class 1 to 12(primary to higher secondary level education). The company trains students for examination in India such as IIT-JEE, NEET, CAT, IAS as well as for international examinations such as GRE and GMAT.

The main focus is on mathematics and science , where concepts are explained using 12-20 minute digital animation videos. BYJU'S reports to have 40 million users overall, 3 million annual paid subscribers and an annual retention rate of about 85%. The app purports to tailor the content provided to the individuals student's learning pace and style . The average student spends 53 minutes daily using BYJU'S.



The company announced that it will launch its app in regional Indian languages in 2019. Its also plans to launch an international version of

the app for English-speaking students in other countries in 2019. Recently, Byju's launched new programs in its Early learn app for students of LKG and UKG as well.

## FINANCE AND FUNDING

- BYJU'S received seed funding from Aarin Capital in 2013
- As of 2019, BYJU'S had secured nearly \$785 million in funding from investors, including Sequoia Capital India

Education technology firm Byju's has raised \$150 million in fresh funding led by Qatar Investment Authority, the Qatar government's sovereign wealth fund. San Francisco-based Owl Ventures also participated in the investment round.

The investment values the startup at \$5.7 billion, according to sources . It makes Byju's the fourth most valuable private internet company in the country, behind Flipkart (bought by Walmart). Paytm ,Ola, with its valuation steadily rising with each round over the past one year.

Its valuation rose from \$3.6 billion at the end of last year to \$5.4 billion in march when it raised \$25 million from General Atlantic. This is made founder Byju Raveendran one of the most wealthy new-age entrepreneurs, with the promoter group holding 36% stake in the company at an estimated value of \$1.9 billion.

## MARKETING AND SALES

Byju's an 8 years old company achieved its profitability in 2019. Its sales in FY19 were Rs 1430 crore(\$21 million), up 186 per cent over the last year, enough for the firm to churn out a small profit on a full-year basis .In FY18, Byju's had Rs 500 crore turnover and a loss of Rs 37 crore.

The company presents a contrast to the other consumer internet players such as Ola, Flipkart. Byju's stronger focus on sales has allowed it to race ahead in the bottom line terms, a metrics ignored by venture capital backed companies.

Today, Byju's at \$8 billion has become India's third most valued start-up.

## REVENUE RETURN AND MARKET POSITION

As per its audited financial results for the year ending March 31, 2019, the company increased its net revenue from 490 crore in FY 17-18 to 1,341 crore with a net profit of 20 crore in FY 18-19. The company's gross revenue increased from 520 crore to 1480 crore.

Edtech unicorn BYJU'S gave a return of 2230 crore to four investors who invested a combined 158 crore in a partial exit scheme in 2018-19. Sequoia received 21.13 times its 78.8 crore investment while Times Internet made a 7 times return on 29.2 crore investment. The Chan Zuckerberg Initiative got 167.7 crore as return on 22.86 crore investment.

## BREAK EVEN POINT

- Edtech unicorn Byju's has turned profitable in 8 years.
- The startup has reported a revenue of Rs. 14.3 billion for FY 18-19.
- Its online paid user base now stands at 2.4 million.

The startup reported that its revenue has tripled to reach Rs. 14.3 billion in the financial year ending March 2019, it has not shared the net profit numbers.

“The growth in revenue was fuelled by deeper penetration across India and significant growth in the number of paid subscriber”, said the company's statement . While it has never officially reported it, Byju's has reached breakeven last year, within eight years of its existence.

## THE SUCCESS STORY OF KUTUKI APP



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- 7. GOVERNMENT INCENTIVES**

## INTRODUCTION

India's first early learning app that uses proprietary stories and songs based curriculum to attract India's youngest learners, the interactive Kutuki App seeks to transform how India's youngest learn.

Kutuki is India's first early learning platform made for Indian preschoolers. Kutu,ki and Minku, the elephant are here to be your little one's learning companions.



On Kutuki, you will find a range of learning resources including 100s of engaging high quality animated children's story books, rhymes and interactive activities that are based on world class preschool curriculum to ensure our child's foundational skills grow stronger everyday.

Kutuki prides itself on creating contextual content that Indian children and families can connect with.

## CONCEPT

This state of millions of young learners in India prompted entrepreneurs Sneha Sundaram and her husband Bharath Bevinahally to build Kutuki Kids Learning App.

Kutuki was started with the help of N S Raghavan Centre of Entrepreneurial Learning (NSRCEL), a start-up hub and incubation centre at the Indian Institute of Management Bangalore (IIMB). Two years ago, IIMB initiated the Women's Start-up Programme, India's first online and classroom initiative to encourage entrepreneurs. From around 5000 applicants, only 100 were selected and Sneha's start-up idea was one of them.

Having worked in organisations like Tech for India and set up multilingual children's choirs in slum communities, Sneha realized that the creative arts give every child a level playing field to discover and express themselves.



Sneha and Bharath experimented and designed experimental learning tools through the medium of music and songs for young children. The children's songs that came out of this experiment were a success and

revealed how underserved the early learning space in India is. This sowed the seeds for Kutuki.

After many months of research, the founding duo brought together a passionate and committed team of educators, artists, musician and storytellers, with deep experience in working with young children, to build Kutuki from the ground up.

Kutuki began as a bootstrapped company and raised a small pre-seed round from their investors. Some of the features on app are free to use while premium content is available on a subscription model.

## FINANCE AND FUNDING

Kutuki, an early learning content firm said that it had raised an undisclosed amount in pre-seed funding from Mphais founder Jerry Rao and Better Capital.

Jerry Rao, executive chairman of Value and Budget Housing Corporation was very impressed by the idea of the couple to create large scale impact for pre-KG kids in India.



Kutuki co-founder Bharath Bevinahally told ET that the aim was to create learning content that would be accessible to kids across the country. The content includes a mix of songs and stories and will be extended to books. The company is currently being incubated at NSRCEL, IIM Bangalore and was among the 8 out of over 470 startups selected by Lightspeed India Ventures for their entrepreneurial training program Extreme Entrepreneurs.

The company will use the funds raised towards creating content in Hindi before getting into other regional languages as well as content development and driving adoption in IIT markets.

## MARKETING AND SALES

India's first early learning app that uses proprietary stories and songs based curriculum to attract India's youngest learners.

In May,2020, our Hon'ble Prime Minister gave the clarion call for Bharat to become AatmaNirbhar or self reliant, which resonates with the ethos of the Swadeshi Movement. Rising in response, the Ministry of Electronics and Information Technology in collaboration with Atal Innovation Mission, NITI Aayog started the 'Digital India AatmaNirbhar Bharat App Innovation Challenge' which was launched by our Hon'ble Prime Minister on July 4,2020.

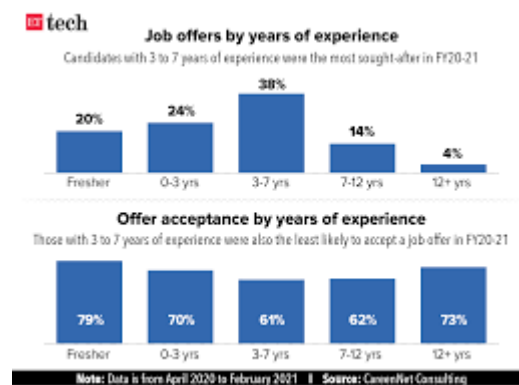
The Challenge saw participation from a whopping 6,940 tech entrepreneurs and start-ups across the country,from not only the metro cities but also Tier II & Tier III towns. The entries were in 9 different categories namely Business, eLearning, Entertainment, Games, Health, News, Office and Work from Home, Others and Social.

An eminent Jury panel comprising of some of the best minds from Industry, Start-ups, Academia and the Government was constituted to judge the entries. The innovative Apps were evaluated on parameters of robustness, scalability, security and ease of use.

## REVENUE RETURN AND MARKET POSITION

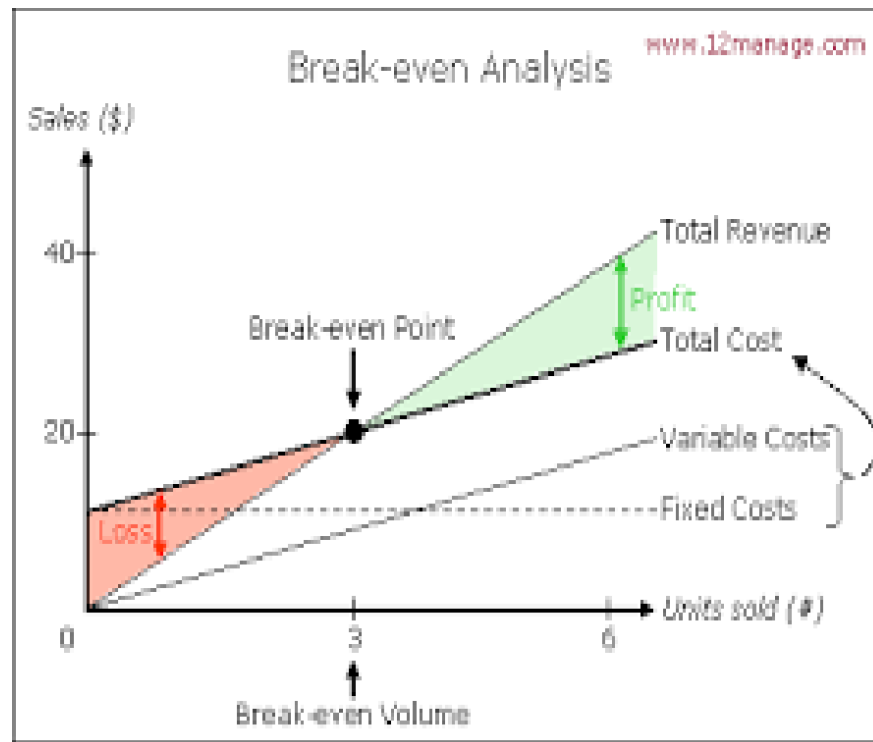
Bengaluru-based edtech startup Kutuki, catering to children aged between three and seven, has announced raising \$2.2 Mn (INR 16 Cr) in a seed round, led by Omidyar Network India. The round also saw participation from AET and existing angel investors Better Capital, First Capital, First Cheque and Abhishek Nag.

The company said in a press statement that it would be using the fund towards localisation of content in regional languages, product and technology enhancement besides expanding its presence across Tier 2 locations and beyond and providing deeper insights to parents.



Last year 2020, the app was recognised by Prime Minister Narendra Modi as one of the winners of the AatmaNirbhar Bharat App Innovation Challenge. As of now, it claims to have more than 1 Lakh users and has partnered with 130+ pre-schools in India.

## BREAK EVEN POINT



## GOVERNMENT INCENTIVES

Recognised by PM Modi in his Mann ki Baat address, Kutuki Kids Learning app is one of the winners of AatmaNirbhar Bharat App Innovation Challenge and is India's first early learning app that uses a proprietary story and song-based curriculum to attract youngest learners.

The Indian government's 'AatmaNirbhar App Innovation Challenge' saw participation from 6,940 tech entrepreneurs and startups across the country.

## THE SUCCESS STORY OF VEDANTU



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4. MARKETING AND SALES
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## INTRODUCTION

Vedantu is Indian Interactive Online tutoring platform where teachers provide tuitions to students over the internet, using a real time virtual learning environment a technology. It is said to operate on a marketplace model for teachers, where students can browse, discover and choose to learn from an online tutor.



The name 'Vedantu' bears a testimony to the purpose.

Veda = 'Knowledge' and Tantu= 'Network'.

A Knowledge of network where any student can tap into a teacher directly and learning can happen in a personalized way, anytime – anywhere.

## CONCEPT

It all began when Vamsi Krishna founded his first venture “Lakshya” in 2006 with the help of three of his IITian friends. The venture aimed at training students for a variety of varied tests. Eventually, they observed that the educational sector in India requires a plethora of dedicated and skilled teachers. Hence they worked on developing such a platform through Lakshya. The platform was acquired by MTEducare, six years later, in 2012.

Post this, began the preparation of the EDTech start –up we all know as Vedantu. The online tutoring platform aims to enhance the education structure through its exceptional online EdTech platform.

## FINANCE AND FUNDING

Vedantu, which operates children-focused edtech startup Uable, has raised money as part of its seed funding round.

The round in Bengaluru-based Uable has been led by early-stages venture capital firm 3one4 Capital, the startup said in a statement.

Other participants include Global Founder Capital, Inflection Point Ventures, AngelList, and angle investors including Amrish Rau and Jitendra Gupta.

The funding sum was not disclosed.

Uable was set up last year by Saurabh Saxena, who also co-founded tutoring platform Vedantu and Lakshya.



His latest venture operates as a life- skills development platform for children, with the company focusing on real-life role-based programmes including those based on authors, entrepreneurs, detectives, and coders.

“We are creating learning playgrounds where children are free to imagine a new world, to explore their interests, and to create without fear of failure,” Saxena said, adding that “antiquated” education systems are failing children in a constantly-evolving environment.

3one4 Capital head of investments Anurag Ramdasan said the firm was confident of its bet on Uable because of its focus on building out a peer learning model with the aim of providing measurable development at scale.

The company says its programmes are based on active learning where children take part in exercises including discussions, debates, creativity, and collaboration.

## MARKETING AND SALES

According to a report released in September last year, the addressable market for supplemental online education is over 20 million students in classes 6-12. A large percentage of these students are from tier 2 and 3 cities and are paying for standard offline tuitions.

Vedantu has appointed two senior executives, Kunal Dubey as Marketing Head and Lucky Saini as Brand Head in its marketing unit. This charismatic pair has been playing an active role in driving business growth. Their aim is to promote Vendantu's service in such a way that it gets more students day by day. They are making efforts to place the Vendantu brand among students and parents as the most favoured and valued Edtech.

## REVENUE RETURN AND MARKET POSITION

Bengaluru-based online tutoring giant Vedantu has reported a 6x increase in its losses to INR 158.5 Cr while its revenue stood at INR 35.8 Cr in the financial year that ended in March 2020. The company spent about INR 194.3 Cr to earn an operating revenue of INR 24.6 Cr in FY20. Going by these numbers , Vedantu spent almost INR 8 to earn a rupee in FY20, a spike from about INR 4 it had spent in FY19 (Expenses divided by operating revenue). The edtech giant had earned INR 10.44 Cr through its operations the previous year (FY 19) while its expenses amounted to INR 39.4 Cr.

## THE SUCCESS STORY OF UNACADEMY



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## INTRODUCTION

Unacademy, an online learning platform developed for the purpose of preparing students for competitive exams.

This platform facilitates content for major competitive exams and provides brief lectures through videos on varied subjects which can be reached for free, allowing students to properly prepare for their respective competitive exams and practice self-learning.

The EdTech firm has marked its position as a leading EdTech platform after becoming a unicorn in September 2020, after it raised \$150 million from the Japan-based Soft Bank Vision Fund.

## CONCEPT

Unacademy is an online learning platform, where the user gets to view online videos of their curriculum as designed by experienced educators. The Unacademy app is available not only for 10+2 students but also for college applicants who are qualifying for competitive exams like CAT, GATE, UPSC, etc.

Founded in 2015, the platform was initially introduced as a YouTube channel by Gaurav Manjal back in 2010. With its primary headquarters in India, it is India's biggest learning platform which brings together expert Educators for millions of students who are in the requirement of enhanced quality education.

Unacademy initially began as a YouTube channel that offered free education for whoever visited its channel. After a point, its founders began considering the prospect of gradually monetizing their facilities, resulting in the birth of Unacademy, an official learning platform that offered free classes.

Yet this time their approach involved some slight adjustments. They launched live classes, accessible only to the paid users. They also introduced an ad-free rendition of Unacademy which is accessible only to users who have paid a subscription fee. One feature which provides an edge to the platform is that they offer to coach for some of the most

imperative and esteemed examinations of the nation which include UPSC as well as CAT.

## FUNDING AND FINANCING

Series F: \$150 million (September 2020) from Soft Bank Group at a \$1.45 billion valuation.

In February 2020, Unacademy holds the Series E funding of \$110 million from US private equity firm General Atlantic, social networking giant Facebook, Nexus Ventures, Blume Ventures, Flipkart CEO Kalyan Krishnamurthy among others, and rose to evaluation at \$510 million. Unacademy has earlier raised \$50 million Series D from Hong-based hedge fund Steadview Capital, along with Sequoia India, Nexus Venture Partners and Blume Ventures.

Series C: \$21 million (July 2018) from sequoia India, SAIF Partners and Blume Ventures.

Series B: \$11.5 million (September 2017) from Sequoia India and SAIF Partners.

Series A: \$4.5 million (January 2017)

## MARKETING AND SALES

As part of its aggressive marketing strategy, Unacademy makes extensive marketing (Goggle, Social Media and OTT platforms such as Netflix, Amazon Prime, etc.), TV commercials, Radio, and out-of-home (OOH) advertising methods such as billboards.

While digital marketing and OTT platforms are the top revenue generators in tier-1 cities, TV and OOH methods of promotion bring in more leads in small towns. The company doesn't like to spend much on newspaper ads.

Unacademy follows a premium business model. In simple terms, Unacademy offers some of its basic services for free and charges a subscription-fee for its high-quality content. The pre-recorded classes are free of cost; while, the live, interactive sessions with top experts are paid.

## MARKETING RETURN AND MARKET POSITION

Edtech startup unacademy has reflected growth in FY18 as the company's revenue grew by 7X to Rs 5.33 crore FY18 from mere Rs 73 lakhs in the preceding fiscal. Meanwhile, the company expenses also grew over 7X to Rs 28.83 crore from Rs 3.94 crore.

Importantly, Unacademy operational revenue stood at bare minimum of Rs 1.76 crore while Rs 3.46 crore came from interest income. The Sequia and SAIF-backed venture has recorded a net loss of Rs 23.59 crore, over 7X increase from Rs 3.22 crore in the previous fiscal.

## THE SUCCESS STORY OF BEAUTICIAN ACADEMY



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## INTRODUCTION

ZYLISH ACADEMY is a beautician training academy located in Tinsukia since December, 2018. ZYLISH ACADEMY is a unit of ZYLISH BEAUTY & WELLNESS PVT. LTD. which has its head office in West Bengal. It is a leading beauty training institute in North Bengal and North East.

The training academy offers a range of courses from a foundation course to a short term course on specialized subjects.

ZYLISH ACADEMY also offers customized courses on hair, skin and make-up to meet individual requirements.

The academy also provides a recognized ISO 9001:2015 QMS certificate after successful completion of course.

## CONCEPT

The owner and founder of ZYLISH ACADEMY TINSUKIA, started these franchise to provide Skill Education among the youth to make them employable and self dependent.

The vision of this academy is to provide professional beautician training at an affordable course fee, providing valuable certification after course completion and opening a world stage of opportunities to the ordinary middle income class of population.

Before starting with ZYLISH ACADEMY and setting up a franchise business in Tinsukia town, the turn has done a lot of researches in India Salon Industries. Knowing that the India Salon Industries is expected to grow by 30% over the next few year. International technologies and brands are entering the India market, and these brands are looking for technically skilled and qualified and competent professional, pushed them forward to take the lead.

## POSITION IN THE MARKET

The academy started its venture in Tinsukia by investing a total capital of around 6,00,000. Surprisingly it took only a few months (7-8 months) to reach its break even point

The overwhelming response of the aspirant beauticians made it touch a good growth in the first year of commencing its business.

It is the only academy in Tinsukia and North East to provide ISO Certification for Make up Artistry Training and Salon Training.

## GOVERNMENT INCENTIVES

It's a zero debt startup. They didn't applied for any government incentives neither they approached any financier to finance their venture.

It results in peaceful running of business, they could give enough time to the business to gain stability, as there was no liability/ burden of repayments.

# GROUP 8

# G S LOHIA GIRLS COLLEGE

## A Report on “Housing.com” Startup

### ENTREPRENEURSHIP DEVELOPMENT PROJECT

### THE SUCCESS STORY OF HOUSING.COM



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## **INTRODUCTION**

Founded in 2012 and acquired by REA India in 2017, Housing.com is India's most innovative real estate advertising platform for homeowners, landlords, developers, and real estate brokers. The company offers listings for new homes, resale homes, rentals, plots and co-living spaces in India. Backed by strong research and analytics, the company's experts provide comprehensive real estate services that cover advertising and marketing, sales solutions for real estate developers, personalized search, virtual viewing, AR&VR content, home loans, end-to-end transaction services, and post-transaction services to consumers for both buying and renting.

## **CONCEPT**

Housing.com launched Home Utsav, the country's biggest online real estate festival. The one-month long festival started on September 28, 2017 and will end on October 28, 2017. Home Utsav presents special offers and deals from renowned developers across the country. The festival serves as a one-stop shop exhibiting a complete bouquet of product offerings from developers for home buyers to choose the best deal this festive season. The festival showcases selected projects from more than 100 reputed developers across India. Some of the developers participating in the festival include Hiranandani Constructions, Mayfair Housing, Runwal Group, Kukreja Constructions, Rajesh Lifespaces, Purvankara, Prestige, Mahagun Group, Vipul Group, Gaurs Group, Gera Developers, Ramky Estates & Farms, Shrishti Group, TVS Emerald, Urban Tree Infrastructure Pvt. Ltd., to name a few. Housing.com aims to reach out to 7M+ users on its platform, and 20 M+ users across digital channels to generate maximum impact for both buyers and developers from the festival.

## **FINANCE AND FUNDING**

Housing.com has raised four rounds of funding since its founding in 2012. In June 2013, they raised another \$2.5 million followed by an unannounced raise of funds valued \$3 million from Nexus Venture Partners.

The company used the funds to create its Data Science Lab and to expand to cities like Chennai, Delhi, Noida, Ghaziabad, Hyderabad and Faridabad with a strong staffing of 700 employees and a 1 lac per day unique user base.

Housing.co.in managed to get two rounds of funding, out of which one was worth INR1.5 crores from Haresh Chawla, the former CEO, Network18 in February and the other one was worth INR50 Lakhs from Zishaan Hayath, the co-founder of Chaupati Bazaar in March 2013.

In May 2013, they managed to surpass Makaan.com and Indiaproperty.com in terms of reach percentage.

In November 2013, housing.com added child friendliness index (CFI) to its platform measuring neighborhoods in three different criteria's: Number of schools in an area, Number of hospitals and parks in an area, and Proximity of these facilities to the area.

In December 2013, a new option was launched for users to search for paying guest rentals in cities which was advised by their Data Science Lab (DSL).

In January 2014, they launched their first ever new iPad app. In April 2014, housing.com launched Demand-Supply Monitoring Tool.

In June 2014, housing.com raised USD \$19 million collectively. In the current round, Helion had pumped in USD \$8 million, Nexus invested USD \$7 million, and Qualcomm put in USD \$4 million.

The new acquisitions for Housing are just over \$1 million. The company is expected to hit its first international expansion within the next 6 months.

## **MARKETING AND SALES**

**“Housing.com”** which has recently grabbed attention with the controversial talks from its last CEO Rahul Yadav who last week was fired from the company after the board meeting. In 2015, Housing.com came into the limelight because of a mental conflict between CEO of Housing.com Rahul Yadav and Sequoia India MD Shailendra Singh. The conflict arised when Rahul Yadav alleged Singh of poaching Housing.com staff. Earlier Rahul Yadav had given all his shares to his company employees.

The company is backed up by Japan’s Softbank, which has a 38 percent stake in Housing, Nexus and Helion. In December last year, Housing.com received \$90 million funding, led by Japan’s SoftBank, valuing the portal at about \$250 million.

The venture was started by a group of 12 IITians who confronted a housing crisis. Some left the venture after giving their best and currently there are 8 founders who are serving the daily needs of the people hunting for home. The IITians have put intensely in innovation and have made it the country’s first map-based portal, subsequently increasing

current standards for accommodation on the internet.

In September 2013, “Housing.co.in” bought the domain name

“Housing.com” and a national number, 03-333-333-333, for a whopping

\$1 million with intentions to target international users in the near future.

## **REVENUE RETURN AND MARKET POSITION**

Currently, the company's revenue model is subscription based where landlords, agents, developers, land owners buy display on the site. After that, the company's data collectors physically verify the property, clicks pictures before putting them up on the portal. There are bi-annual and annual subscriptions. They charge INR 5,000 for its 6 months subscription pack and INR 8,000 for an annual subscription.

The company's revenue details cannot be revealed due to investor confidentially clauses but it was reported that the portal broke even their operational cost in the Mumbai market in nine months.

A few adaptations that have been proposed which may be opted in the near future are:

- Advertisements
- Packages to be given along with listings to resorts, and so on
- A endorser model where clients pay a small fee to get rid of ads
- Act as a broker for freehold properties and charge a little financier
- Tie up with furnishing studios, furniture retailers, interior designers,

etc. and get them to offer the buyer a discount if their services are purchased through your website and charge them a fee.

## **GOVERNMENT INCENTIVES**

**Surendra Hiranandani, chairman and MD, House of Hiranandani,** while terming the Budget as ‘visionary’ and ‘growth-focussed’, adds that real estate has not got anything directly from it, even though some moves would indirectly help the sector. The affordable housing segment received some direct support in Budget 2021, with the government extending the benefits under [Section 80EEA](#) and [Section 80IBA](#) for another year, till March 31, 2022. While the first section is for the benefit of first-time home buyers, the second is for the benefit of builders of affordable housing projects.

**G.S. Lohia Girls' College**

Entrepreneurship Development Project

A Report on “Oyo”

THE SUCCESS STORY OF  
OYO



NAME	ROLL.NO.	SEMESTER
Aafrija Khan	01	3 <sup>rd</sup> SEMESTER
Aditi Jaiswal	02	
Anjana Gope	06	
Falak Khan	18	
Janvi Mittal	24	
Khushi Sharma	85	
Preety Pareek	48	
Saiba Yasmin Hussain	84	

## **INTRODUCTION**

OYO is a global platform that empowers entrepreneurs and small businesses with hotels and homes by providing full stack technology that increases earnings and eases operations. Bringing affordable and trusted accommodation that guests can book instantly.

As a travel and a hospitality company, we understand how important it is for both the company and the employees to have peace of mind during important business trips. Our aim has always been to make travel more comfortable and convenient for our consumers and hence, we have launched **OYO for Business – a specially crafted service portal for business travelers.**

With **OYO for Business**, we are trying to solve the problems that companies face while booking hotels. The idea is to ensure hassle-free, comfortable and convenient accommodations for our business travelers at specially chosen OYO hotels across 200+ cities.

Doing this involved getting to the root of the problem and solving it at various levels. Here's how our journey unfolded.

The first step was to give employers control over the stay expenses of their company. At the moment, most employers depend on third party tie-ups and have to involve an agent every time a booking is to be made.

As a third party is involved, the turnaround time for booking a hotel room can extend over a few hours. During this time the prices of hotel rooms usually fluctuate. The problem occurs when an employee has taken an approval for a previously listed amount. Owing to this, the entire process has to pan out again and the approval needs to be granted for the new price quoted.

## CONCEPT

Oyo Rooms (stylised as OYO), also known as Oyo Hotels & Homes, is an Indian hospitality chain of leased and franchised hotels, homes and living spaces. Founded in 2013 by Ritesh Agarwal, OYO initially consisted mainly of budget hotels. The startup expanded globally with thousands of hotels, vacation homes and millions of rooms in India, Malaysia, Nepal, China, Brazil, Mexico, UK, Philippines, Japan, Saudi Arabia, Sri Lanka, Indonesia, Vietnam, the United States and more. The company's investors include Softbank Group, Greenoaks Capital, Sequoia India, Lightspeed India, Hero Enterprise, Airbnb and China Lodging Group.

In 2012, Ritesh Agarwal launched Oravel Stays to enable listing and booking of budget accommodations; he renamed the firm to OYO in 2013.<sup>[12]</sup> OYO partners with hotels to give similar guest experience across cities. Shortly after launching Oravel Stays, Ritesh Agarwal received a grant of \$100,000 as part of the Thiel Fellowship, a two-year program from PayPal co-founder Peter Thiel.

In 2019, OYO had over 17,000 employees globally, of which approximately 8000 are in India and South Asia. OYO Hotels & Homes is a full-fledged hotel chain that leases and franchises assets. The company invests in capex, hires general managers to oversee operations and customer experience, and generates around a million job opportunities in India<sup>[19]</sup> and South Asia alone. OYO set up 26 training institutes for hospitality enthusiasts across India in 2019.

In April 2019, the company announced the launch of OPEN programme, an initiative for its partner hotels to help them reach their business goals. It further introduced an upgraded Co-OYO app for hotel partners to provide complete visibility on all business & customer metrics.

## FINANCE AND FUNDING

In September 2018, OYO raised \$1 billion, of which the RoC filing for the amount of \$100 million raised from Star Virtue Investment Ltd. was made on 13 February 2019.

In February 2019, OYO received \$100 million funding from the Chinese vehicle-for-hire company, [Didi Chuxing](#).

In July 2019, Ritesh Agarwal, through RA Hospitality Holdings in Cayman Islands, signed a \$2 billion deal to buy back shares from existing investors, [Lightspeed Venture Partners](#) and Sequoia India, to increase his stake in the company to 30%. The company was valued at \$10 billion with this deal.

In October 2019, OYO raised Series F funding of \$1.5 billion led by [SoftBank Group](#), [Lightspeed Venture Partners](#) and Sequoia India.<sup>[34]</sup>

In July 2021, OYO closed a debt financing round of \$660 million from global institutional investors to service existing loans.<sup>[35]</sup>

Again, in July 2021, Microsoft expressed interest to invest in OYO before its IPO and a multi-year strategic deal was signed in September 2021.

The company's investors include [SoftBank Group](#), [Didi Chuxing](#), Greenoaks Capital, Sequoia India, Lightspeed India, Hero Enterprise, [Airbnb](#) and [China Lodging Group](#).

The growth of OYO Hotels & Homes has been phenomenal. From starting out in April 2013 to becoming the world's third-largest and fastest-growing chain of leased and franchised hotels, homes & living spaces, **OYO** has come a long way.

## MARKETING STRATEGY

**OYO Rooms**, also known as **OYO Hotels & Homes** is the third-largest **hospitality chain** globally providing a comfortable room stay and ensuring the acceptability of the services by the OYO's customers in more than 80 nations. Incorporated in 2013 by **Ritesh Agarwal** (one of the youngest Indian entrepreneurs, the founder and CEO of OYO Rooms) it has established itself as the fastest-growing network of hotels offline and online.

Headquartered in Gurgaon, it has expanded its reach worldwide within the span of 8 years and by employing **over 17,000 employees** globally, of which approximately 8000 are in India and South Asia. However, this is not the only reason why OYO has recorded such a huge success. Its excellent marketing strategy has seen to it that it continues to be a leading hotel chain.

Ritesh Agarwal started his journey at the age of 17 and is considered to be one of the youngest CEOs in India. In 2011, Ritesh moved to Delhi with intention of starting his own business. Soon, he started traveling extensively across India and stayed in PGs or budget hotels. These unpleasant traveling and stay experiences led him to launch ***Oravel Stays*** in 2012.

As OYO Rooms concentrate on co-branding, they operate differently from OTAs (Online Travel Agency). They state that they are working with zero-to-2-star hotels and guest houses, 'standardizing' them and getting them customers through their website and apps. Usually, other hotel aggregators simply connect the customer with the hotel by listing

hotels on their website and take a commission as their revenue. They would work out a deal with the hotels with a minimum order guarantee per month and are able to provide discounted rates and deals on the room rates compared to the rates provided by the hotels directly to a normal guest.

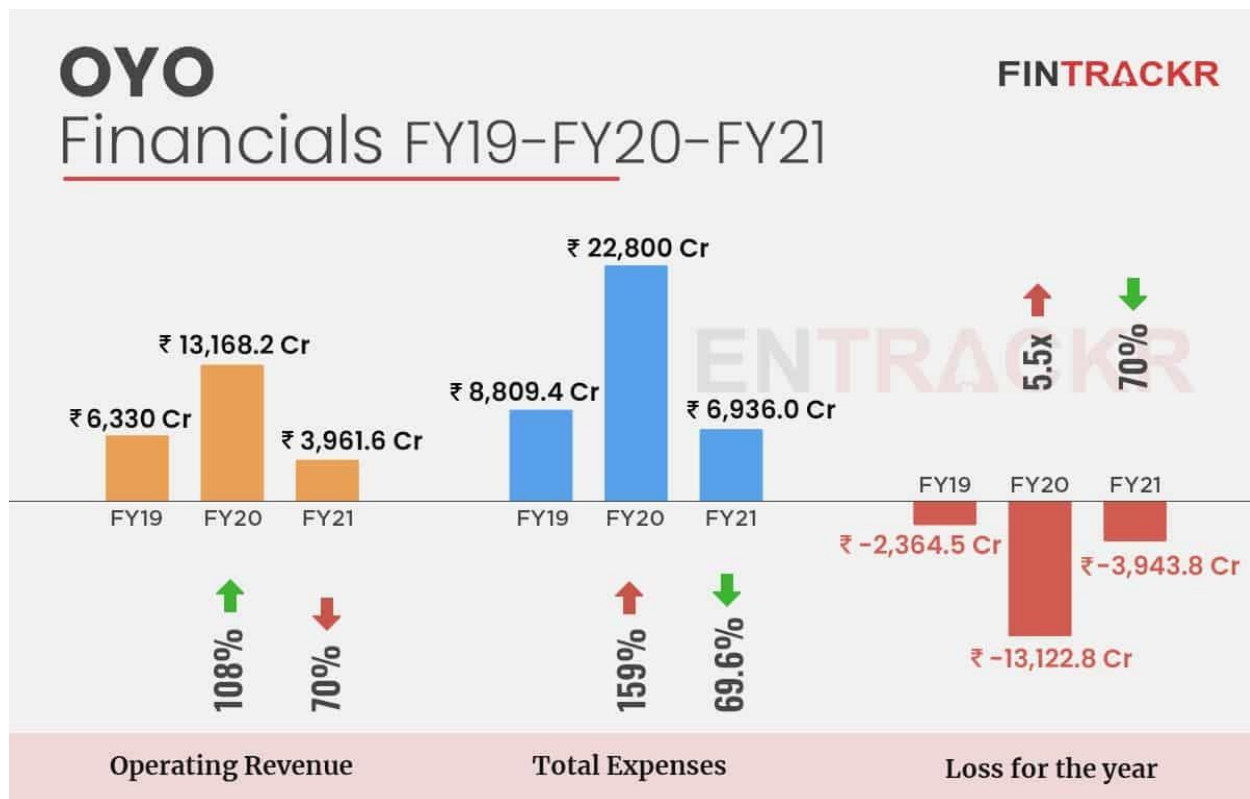
OYO's market coverage has swiftly increased because of being listed with travel aggregators like [MakeMyTrip](#), [clear trip](#) and [hotels.com](#). Their aim is to target small business travelers and budget tourists to eminently swift-cash and that works in favor of OYO because revenue gets realized quicker too.

Oyo team comprises of young and energetic people who wants to deliver maximum both for the company and individual growth. With the dynamic team Oyo also provides a very friendly working environment which helps in the employees work according to their convenience, come up with new innovations and work beyond their strengths. Even the leaders of Oyo are two youngsters who were driven by the need to create a change in the hospitality industry of India.

Oyo helps the users to search the hotels according to the location and price. It acts as an intermediate between the hotels and the users and on booking collect their commission fees as their income. The services provided by the hotel is not in the hands of Oyo but they help users in picking hotels according to their convenience. Oyo provides a confirmation mail to the users registered email id on booking any room and also send them a confirmation message on their mobile number which ensures their payment and booking of hotel. This message or email is used to show your room confirmation while check in the respective hotel. Hence, this completes the marketing mix of Oyo Rooms.

## REVENUE RETURN AND MARKET OPTION

In fiscal year 2019, the revenue earned by OYO Rooms in India amounted to 604 million U.S. dollars. That same year, OYO Rooms started their expansion in China and the rest of the world. The fiscal revenues from outside India amounted to 348 million U.S. dollars in 2019.



Oyo's revenue from operations grew by 108% to **Rs 13,168.2 crore in FY20** from Rs 6,330 crore earned during FY19. Sale of accommodation services accounted for 88% of the revenue, growing by 91.4% to Rs 11,591 crore in FY20.

OYO, are ecstatic to announce our presence in over 500 cities in one of our key home markets, India! We value and understand the growing desire among modern travellers to truly immerse themselves in the place they are visiting. That is why with an OYO in every place, we are always at the forefront of offering great, reliable and chic services that cater to all kinds of travel needs.

The continued emphasis on growing our presence in India is in line with our objectives of going deeper in existing markets and metros while also ploughing wide and forming a stronger national network through a presence in the smaller towns, cities and popular tourist destinations in India. We have been strengthening our network of hotels not only in metros but in the tier 2,3,4 cities and thereby added 200 cities this year. From 300+ cities, 10,000+ hotels and 200,000+ rooms we have come a long way of effectively extending our presence to over 500 cities encompassing 28 states and 9 UT's with 18000+ hotels and 270,000+ rooms in India.

While metro cities like Bengaluru, Delhi, Mumbai, Gurugram and Hyderabad lead in the presence of hotels, Manali, Ujjain, Siliguri, Jalandhar and Thanjavur lead the concentration of hotels among tier 2,3,4 cities. We are committed to change the way people live and we are actively doing that by upgrading unbranded hotels into great quality living spaces.

We have, as a result, created over **9000 direct** and **100,000 indirect job opportunities** and aim to double the number by 2020.

OYO are also helping empower multiple ancillary industries in the hospitality ecosystem by leveraging scale to make bulk procurements that are supporting local businesses.

## BREAK EVEN POINT

Hotel and hospitality unicorn OYO has reduced its monthly expenses by nearly \$70 Mn from \$100 Mn pre-Covid to \$30 Mn. The company is also clocking in nearly \$25-30 Mn per month, and is achieving break-even, chief executive of SoftBank Investment Advisers Rajeev Misra highlighted during the ET Global Business Summit held on September 24.

Due to Covid-19 and the resultant travel restrictions, OYO faced a massive crunch in its cash flow and revenues. Back in April, the company's founder and CEO Ritesh Agarwal had come on record to confirm that it has recorded a 50 to 60% drop in OYO's occupancy rate and revenues.

Meanwhile, startup layoff tracking website Layoffs.fyi had estimated that OYO revenue was at about 30% of its pre-Covid levels as now highlighted by Misra.

The decline in OYO's revenues have led to the salary cuts, furloughs and layoffs across all 80 countries it was operating in. Earlier this month, it has also decided to extend the furlough period of its employees by another six months till February 2021 and has given them an option for a Voluntary Separation Program (VSP).

Meanwhile, the company had revoked the **25% salary deductions** they had introduced in April 2020, and started reinstatement in a phased manner from August payroll. This has also led to the company rethinking their working model and has adapted to a **hybrid workplace model** to help the company operate in full capacity without compromising on the health and safety of its employees.

## GOVERNMENT INCENTIVES

Ritesh Agarwal, the CEO of OYO Rooms, discussed investment opportunities in tourism and hospitality sectors in the State with Chief Minister N. Chandrababu Naidu at the Secretariat on Saturday.

Mr. Naidu insisted that OYO should collaborate with the State in promoting village tourism and agriculture tourism and another important prospect was sports tourism, for which there are many rivers, reservoirs and water bodies.

Mr. Agarwal expressed keenness to work cluster-wise and customise properties according to the cultural backgrounds of the regions. He sought the support of the Chief Minister for implementing a new technology with end-to-end encryption which will digitise physical hotel registers.

Mr. Naidu said within 10 years he wanted an ecosystem to be created in the State with entertainment, shopping, water sports, luxury resorts, etc.

G.S.LOHIA COLLEGE  
ENTREPRENEURSHIP DEVELOPMENT PROJECT  
REPORT ON “MAKE MY TRIP”  
THE SUCCESS STORY  
MAKE MY TRIP



<u>NAME</u>	ROLL NO	SEMESTER
Aafrija Khan	01	3 <sup>rd</sup> SEMESTER
Aditi Jaiswal	02	
Anjana Gope	06	
Falak Khan	18	
Janvi Mittal	24	
Khushi Sharma	85	
Preety Pareek	48	
Saiba Yasmin Hussain	84	

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2. CONCEPT
3. FINANCE AND FUNDING
4. MARKETING AND SALES
5. REVENUE RETURN AND MARKETING POSITION
6. BREAK EVEN POINT
7. GOVERNMENT INCENTIVES

## **INTRODUCTION**

**Make My Trip** is an Indian online travel company founded in 2000. Headquartered in Gurugram, Haryana, the company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail, and bus tickets. As of 31 March 2018, they have 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters in four major airports in India. Make My Trip has offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

- 2000: MakeMyTrip was founded by Deep Kalra, an alumnus of IIM-Ahmedabad. It was launched in US market in the year 2000 to cater to the overseas Indian community for their US to India travel needs.

2010 - September 17: On 17 August 2010, Make My Trip Limited was listed on the NASDAQ after its initial public offering

2015 - April: MakeMyTrip acquired MyGola, a travel planning website, in April 2015. The acquisition was done through the innovation fund and all employees of MyGola were absorbed into the MakeMyTrip team

- 2016 - January: In January 2016, the Chinese travel booking company Ctrip agreed to invest \$180 million to MakeMyTrip.
- As of March 31, 2018, the company has 14 company-owned travel stores in 14 cities, including one in their office in Gurugram, over 30 franchisee-owned travel stores which primarily sell packages in approximately 28 cities, and

counters in four major airports in India under their brand. They also have offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

In 2016, MakeMyTrip and Ibibo Group, India's largest travel booking portals, merged through a stock transaction. Through this transaction, MakeMyTrip acquired its rival, Ibibo Group, in one of the biggest acquisition in India's online travel space. Post merger, MakeMyTrip shareholders own a 60% stake and Ibibo Group shareholders get a 40% stake. Naspers and tencent, who jointly owned ibibo Group, became the single largest shareholder in Make My Trip.

## **Products and services**

Make My Trip offers flight tickets to many, villas and apartments, rail and bus tickets, cab service, and hotel booking services on its portal. In 2012, Make My Trip launched travel mobile applications for Windows Phone, i Phone , Android, and Blackberry devices. Make My Trip route planner provides all the basic required information on more than 10 Lakh (1 million) routes in India. Make My Trip also offer metro train tickets for Hyderabad Metro.

## **CONCEPT**

Nurtured from the seed of a single great idea - to empower the traveller - MakeMyTrip went on to pioneer the entire online travel industry in India. MakeMyTrip has revolutionised the travel industry over the years. This is the story of MakeMyTrip, India's Online Travel Leader.

MakeMyTrip.com, India's leading online travel company was founded in the year 2000 by Deep Kalra. Created to empower the Indian traveller with instant booking and comprehensive choices, the company began its journey in the US-India travel market. It aimed to offer a range of best-value products and services along with cutting-edge technology and dedicated round-the-clock customer support.

After consolidating its position in the market as a brand recognised for its reliability and transparency, MakeMyTrip followed its success in the US by launching its India operations in 2005. With the foresight to seize the opportunities in the domestic travel market, brought on by a slew of new airlines, MakeMyTrip offered travellers the convenience of online travel bookings at rock-bottom prices. Rapidly, MakeMyTrip became the preferred choice of millions of travellers who were delighted to be empowered by a few mouse clicks!

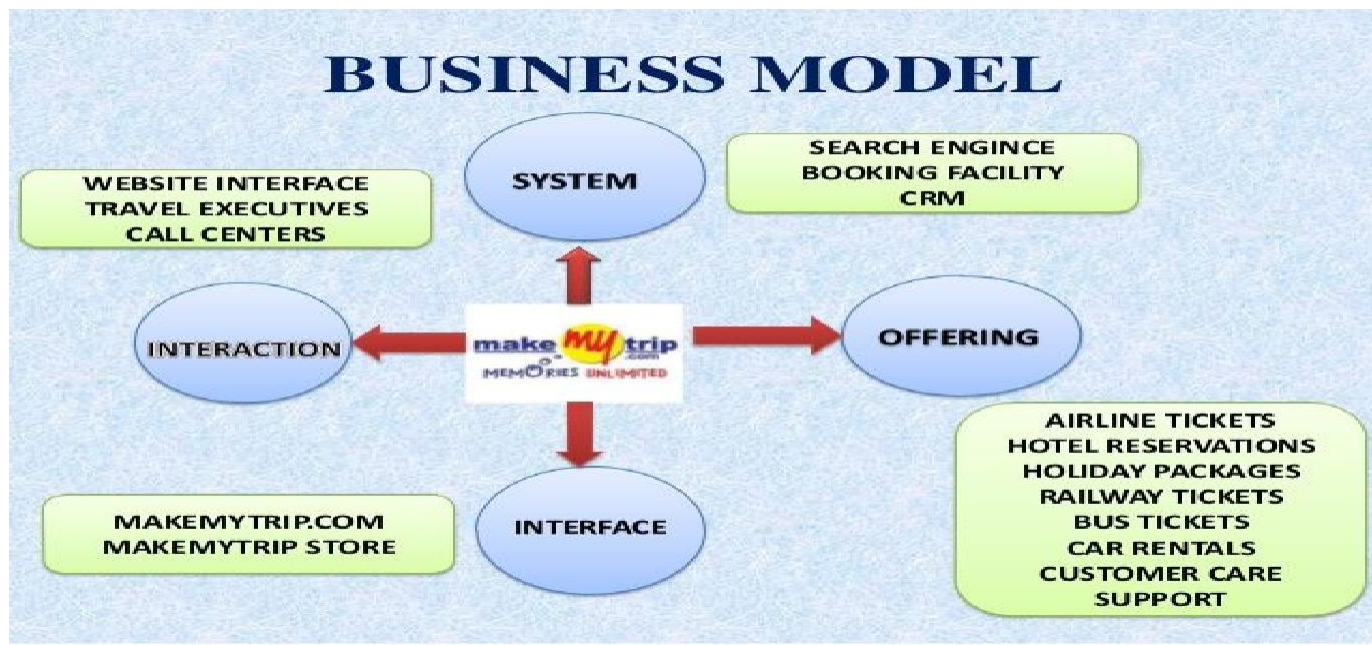
MakeMyTrip's rise has been lead by the vision and the spirit of each one of its employees, for whom no idea was too big and no problem too difficult. With untiring innovation and determination, MakeMyTrip proactively began to diversify its product offering, adding a variety of online and offline products and services.

MakeMyTrip also stayed ahead of the curve by continually evolving its technology to meet the ever changing demands of the rapidly developing global travel market.

Steadily establishing itself across India and the world, MakeMyTrip simultaneously nurtured the growth of its offline businesses like its franchises and affiliates simultaneously, , augmenting the brand's already strong retail presence further.

Today, MakeMyTrip is much more than just a travel portal or a famous pioneering brand - it is a one-stop-travel-shop that offers the broadest selection of travel products and services in India. MakeMyTrip is the undisputed online leader, with its share of the travel market extending to more than 50% of all online sales, a fact evinced by the trust placed in it by millions of happy customers.

Remaining reliable, efficient and at the forefront of technology, MakeMyTrip's commitment and customer-centricity allows it to better understand and provide for its customers' diverse needs and wants, and deliver consistently. With dedicated 24x7 customer support and offices in 20 cities across India and 2 international offices in New York and San Francisco (in addition to several franchise locations), MakeMyTrip is there for you, whenever and wherever.



## FINANCE AND FUNDING

### Funding

MakeMyTrip.com has raised a total of \$748M in funding over 6 rounds. Their latest funding was raised on Feb 6, 2021 from a Post-IPO

Debt round. MakeMyTrip.com is registered under the ticker NASDAQ:MMYT. MakeMyTrip.com is funded by 6 investors. Prosus

Naspers and Trip.com are the most recent investors. MakeMyTrip.com has made 7 investments. Their most recent investment was on Feb 29, 2020, when ibibo Group raised ₹107M. MakeMyTrip.com has had 2 exits. Make My Trip.com most notable exits include ibibo

Group and Inspirock. MakeMyTrip.com has acquired 5 organizations. Their most recent acquisition was Quest2Travel on May 1, 2019.

The company has plans for an IPO (initial public offering) by 2009 and says its latest investor brings added value to the table, specifically if it decides to list on the US bourses.

“If we were to list in the US, our investors’ experience in the area will help us,” said Rajesh Magow, chief financial officer, Makemytrip.com. Tiger Fund, which led the latest round of funding, also invests in Internet firms in the US. The online travel sector in India has attracted venture capital investment of close to \$80 million in the last two years. But this will be the first IPO by a local Internet firm in this space.

Make my trip makes money from commissions on online travel bookings from its operations in India and the US. Of its \$22 million commission revenue, close to \$16 million comes from its India business

## **MARKETING AND SALES**

**MAKE MY TRIP** has aggressively ramped up its cashburn rate in the last quarter of FY16 by spending \$53 million (Rs 354 crore) on marketing and sales promotion. The Nasdaq-listed online travel agent (OTA) spent a total of \$109 million (Rs 730 crore) on sales and marketing during the year ending March 2016, a 155 per cent jump as compared to the previous year.

The spending underlines an increasingly expensive battle for domination of the hotel booking space being fought between **Ibibo Group** and **OYO**. The increasing cash burn by travel players is in contrast to online retail space, where top players like **Flipkart** and **Snapdeal** are also cutting their burn rates, as ET reported on April 4. Total revenues of Make My Trip, which got a strategic investment from China's largest online travel agent Ctrip last quarter, increased by 12.1 per cent to \$336.1 million.

MakeMyTrip said that expenses increased because of "significant customer inducement/acquisition programme expenses incurred along with an increase in mobile application download and referral cost and other brand advertisement expenses," in a filing with exchanges.

This aggressive spending is likely to continue in the coming quarters. "We've taken a two-year view that we would want to continue investing behind the market opportunity and keep growing our market share in this particular Battle for domination of the online travel space has gathered momentum in 2016, after MakeMyTrip declared a \$180-million (Rs 1,200-crore) infusion from Ctrip in January. This was followed by South African media conglomerate Naspers saying in February that it would invest \$250 million in its Indian subsidiary Ibibo Group

### **REVENUE RETURN AND MARKET POSITION**

MakeMyTrip Limited is an Indian online travel company founded in 2000. Headquartered in Gurugram, Haryana, the company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail, and bus tickets. As of 31 March 2018, they have 14 company-owned travel stores in 14 cities, over 30 franchiseeowned travel stores in 28 cities, and counters in four major airports in India. MakeMyTrip has offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai. This research is on Indian startup involves understanding their methods to grow the outreach of their product and subsequently their business.

Make My Trip is a text book example of how start-ups use wide methodologies in order to give the consumers what they want after good market research, and not the

other way around. The report consists of their primary business details, their history, their product information, key decisions, lean-startup methods, marketing strategy, advertising information, monetary details, condition during the COVID'19 pandemic and much more. This is a comprehensive report on a startup that has managed its resources, both monetary and intellectual to good advantage and records well, their journey from the drawing board to a travel managing company with the largest market share in India.

In a broader sense, a business model is described as a plan of any business or company of how to make a profit for their organization. It includes identifying the products or services for sales, the target market or customers, and anticipating expenses or costs. All in all, a business model of an organization defines its way of making money. It explains that at a particular cost, how an organization can earn profit by delivering maximum value to its customers. MakeMyTrip works on B2C (Business to customer) business model in which they facilitate their customers through booking their tickets online as it only requires a single click of the mouse to avail of a wide range of products and services of the brand. Make My Trip's first series funding of \$10 million was raised in 2005. After that in 2006, the company raised the next series of funding i.e. \$13 million. Further in 2007, one more series of funding of \$15 million was generated. The brand received \$180 million in its IPO which was launched in 2016. In another IPO in 2017, \$330 million were raised. The brand raised a total of \$548 million in funding in 5 rounds.

## BREAK EVEN POINT

MakeMyTrip enjoys a market share of 24% in the domestic air ticketing market in India, and Kalra is looking at achieving that kind of scale for hotel bookings. “The hotel booking segment in India is highly fragmented. There are approximately 80,000 properties, and branded chains constitute only 10-12% of the market. This means the rest are independent hotels and therefore there is a huge opportunity for us to grow. We are consciously investing in developing the hotel booking segment, which is now our main focus for business. For hotel bookings, we are looking at reaching break even per unit basis. As far as customer overlap between MakeMyTrip and Goibibo is concerned, we are positioning the former as a premium brand and latter as a budget offering,” he stated.

Besides hotel bookings, MakeMyTrip has identified the corporate travel segment for SMEs as an engine for growth. “Approximately 25% of this market is controlled by large TMCs or B2B aggregators primarily serving big corporate entities. The SMEs do not have a large business travel demand when compared to big corporate entities, hence TMC tie-ups are not favourable for their business

needs. Our corporate product feature, MyBiz is a one-stop travel solution for many such organisations, especially the SMEs that travel for business and rely upon our online tool, which helps them get the same advantages that large companies get for their business travels.

MyBiz works as a self-booking tool that employees can use from the same MakeMyTrip app for their business travel needs. “In the past quarter, we have saved about a million dollars for over 4,000 SMEs booking through us. Now, we have over 25,000 registered SMEs on our platform and we aim to capture a larger space in the corporate travel segment,” Kalra stated.

Moreover, he is positive about expanding international air ticketing and cruise travel. “Gradually, overseas air booking is gaining acceptance, and we are looking at growing this vertical since ticketing is a robust business because of the sheer volume of sale. On the other hand, cruise travel is the fastest growing segment and we want to push this vertical since the surface hasn’t even been scratched.” For the tour packages, Kalra is looking at moving its bookings increasingly online since consumers are becoming more comfortable with digital payments.

Chairman & Group CEO of MakeMyTrip, is hopeful that the online travel consolidator will be able to recover from the losses suffered because of the adverse aviation business environment in India, including the grounding of Kingfisher Airlines, and reach break even by the end of fiscal year 2020. He said that the acquisition of Goibibo has fastened the pace of recovery as they have been able to leverage hotel bookings in a major way by clear demarcation of brands.

While MakeMyTrip is being positioned as a premium brand, Goibibo will cater to the budget travellers, Kalra said while talking exclusively to ***Hospitality Biz*** on the sidelines of the 14th edition of Hotel Investment Conference South Asia in Mumbai.

## **GOVERNMENT INCENTIVES**

MakeMyTrip will work closely with the Tourism Ministry to encourage accommodation properties to register on National Integrated Database of Hospitality Industry (NIDHI). These properties will later be recognized with a SAATHI badge. The partnership also focuses on encouraging local tourism and hospitality industry to follow all COVID-19 safety guidelines and practices as outlined by the Government. MakeMyTrip will also support the Ministry of Tourism by providing valuable information on properties that can help in designing evidence based & targeted policy measures – with an aim to promote safe and sustainable tourism.

MakeMyTrip Limited is India's leading online travel company. We own and operate well recognized online brands, including MakeMyTrip, Goibibo and redBus. Through our primary website, and mobile platforms, travelers can research, plan and book a wide range of travel services and products in India as well as overseas. Our services and products include air ticketing, hotel and alternative accommodations bookings, holiday planning and packaging, rail ticketing, bus ticketing, car hire and ancillary travel requirements such as facilitating access to third-party travel insurance and visa processing.

The Ministry of Tourism and MakeMyTrip (India) Private Limited & Ibibo Group Private Limited will endeavour to take necessary steps to encourage and promote strategic and technical co-operation in the Indian hospitality & tourism sector for overall benefit in the identified areas through the MoU. It is expected, that, in the future more OTAs will come forward for signing such MOUs in order to strengthen the Hospitality & Tourism Industry of India.

G S LOHIA GIRLS COLLEGE

A Report On “Ola”

ENTREPRENEURSHIP DEVELOPMENT PROJECT

THE SUCCESS STORY OF OLA



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2. CONCEPT
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## INTRODUCTION

Managing and growing a successful startup is ripe with challenges from all sides – from keeping employees and investors happy, to raising money and constantly improving your bottom line. Not every start-up is bound for success. In actuality, getting money from an investor is no easy feat, but when you know what states are the most investor friendly, what investors are looking for and how to build a powerful team around your organization -- then you are much more likely to find start-up success. Ola Cabs, more popularly known as Ola, is just like any other marketplaces online, but more specifically into providing Taxi services. Ola, which started as an online cab aggregator in Mumbai, now resides in the Silicon Valley of India a.k.a. Bangalore, and is also known to be one of the fastest growing businesses in India, out-beating its competitors Uber & Meru. Coming back to the man behind Ola; simple yet charming **Bhavish**, with the success of his prodigy has certainly become the talk of the town. But even after becoming a millionaire, he still prefers to not buy a car and take a cab (to set an example, we presume), certainly doesn't goes down well with his wife. He believes that, such is a small price that every entrepreneur has to pay

### ii. Taxi services in India:

The middle-class population in India rose from 15 million in 1991 to 160 million in 2011. This segment with its increasing disposable income started demanding and has been willing to pay for better services across sectors including private and public transportation. Rapid economic growth coupled with huge infrastructure development, rigorous effort from Ministry of Tourism to project India as travel destination and emergence of Business Process Outsourcing (BPO) industry has given a huge push to the car rental industry in India. Till 2003, the point-to-point taxi market in India's big metropolitan cities was completely unorganized. It was served either by unorganized, inconsistent and somewhat expensive private operators or by state government controlled pre-paid taxis offering a standardized but low-

quality service. But in 2003 the Radio cabs business emerged as one of the fastest growing businesses in the Indian transportation sector with Delhi-based Mega Corp setting the wheels rolling under the Mega Cabs brand in cities such as Bangalore, Mumbai, Calcutta, Chandigarh, Ludhiana and Amritsar. Today, 15,000 plus professionalized air-conditioned taxis are available to customers in 6 big cities in a largely reliable, convenient and affordable manner (Rahman & Anand, 2014).

### Indian taxi market:

The taxi market scenario in India is hugely fragmented. The taxi market in India is divided into two major segments which are the organized and unorganized markets. The unorganized market has a market value of \$8.5 billion and the organized market holds a market value of almost \$500 million. The organized sector is the recently emerged segment in the market scenario. It is further classified into owners, affiliators and aggregators. The owned vehicle se tour packages or deals. Whereas the aggregators are the newest phenomenon which are driven by startups like ola cabs.gment is inclusive of the pure car rental companies like meru. The affiliators are accomplished with multiple car rental agencies and they are known



CONCEPT

When it comes to reaching your destinations on time, several on-demand taxi services would probably come into your mind.

Undoubtedly, one of them would be Ola. India's largest domestic ride-hailing service company and [Uber's](#) greatest rival in India, Ola was founded in **2011**, offering efficient transportation services to people.

Based on the two-sided network model, Ola connects customers seeking on-demand transportation with driver partners through a mobile app.

Ola serves millions of customers every day in over **169 cities**. There are over [125 million users](#) registered at Ola currently. The services of Ola are also effective in Australia, New Zealand, and the United Kingdom.

## Business Model Canvas of Ola

### 1. Customer Segments of Ola

There are two customer segments of Ola:

#### *Users of taxi service:*

- **City Taxi** – Everyday commuters who want to book a cab to reach from one place to other, people who don't like to drive instead enjoy working while on the go.
- **Outstation or intercity Taxi** – Friends and Families who want to travel to some place together for outstation travel.
- **Rentals** – People who enjoy driving has an option to rent a car for as little as 1 hour or up to 12 hours.
- **Ola Corporate** – Corporate customers who want to manage employee travels (pick/drop services), insurance, expenses, and invoices through a centralized portal or dashboard.

***Drivers (taxi service providers): Driver partners owning eligible cars, who provides taxi services and earn through the Ola platform.***

## 2. Value Propositions of Ola

The value propositions of Ola are as follows:

### **For Passengers**

- ❑ its affordable and lean fares
- ❑ high-quality service and convenient rides
- ❑ Certified drivers
- ❑ Criminal background check
- ❑ active customer support system
- ❑ advance booking
- ❑ multiple stops facility
- ❑ hourly packages for rental cabs, share and express rides,
- ❑ zero wait time with Ola Select membership program
- ❑ cashless rides and
- ❑ in-cab entertainment with Ola Play

### **For Drivers partners:**

- ❑ Choose your own working hours
- ❑ Access to more customers
- ❑ Instant booking
- ❑ Daily Payments
- ❑ 24/7 helpline support
- ❑ Lease cars get free car maintenance

## **FINANCE AND FUNDING**

*Company Profile is an initiative by StartupTalky to publish verified information on different startups and organizations. The content in this post has been approved by Ola.*

**Ola** needs no introduction. The first Indian cab aggregator company, Ola has made availing cab services a smooth experience. Owned by ANI Technologies Pvt. Ltd. and formerly known as OlaCabs, Ola was launched in December 2010 by two IIT Bombay graduates. Ola bridges the gap between cab owners and commuters.

Instead of buying and renting out its own cars, Ola partners with a number of taxi drivers and owners and adds a touch of modern technology to the whole setup. This allows people to book cabs at a short notice through Ola's app. **Ola is India's homegrown ride-hailing app with a little less than 50% market share (as of Uber's 2020 report) in India. It has users in over 250 cities of India and employs 2.5 million+ driver-partners.**

**Ola has raised total funding of around \$4.3 billion over 26 rounds.** This also includes debt financing and secondary market. **Ola's valuation reached \$6.2 billion in October 2019** when the **pandemic hit hard** and the **nationwide lockdown was announced**, Ola, being a **ride-sharing company**, suffered **unimaginable losses**. The **company's revenues** witnessed **drops close to 95%** after the large-scale lockdown was announced in India in

late **March 2020**. This brought down the revenues to **\$3.3 billion** as **Vanguard marked down the value of its holding**. **Vanguard Group** and **T Rowe Price** have lowered their revenue down in **2019-20**, according to the **reports**.

Ola is currently valued at over \$5 billion, as of July 2021. The latest funding was raised on July 9, 2021, from a Pre-IPO round.

## MARKETING STRATEGY

Ola cabs have been using segmentation parameters such as geographically dividing the market it serves into urban & metro in order to devise promotional and business strategy based on demand in these markets.

Also, it segments customers on the basis of customer income profile such as Ola Luxury, Prime, Ola share, autos.

As the company serves different customer segments i.e. long route outstation customers, customers within 8 Kms, Shuttle service and shared services, therefore it uses differentiation targeting strategy.

**Mission- “Building Mobility for a Billion Indians”**

**Vision- “Not**

**Available” Tagline-**

**“Chalo Niklo”**

**Marketing strategy:**

### **1. Strategic Acquisitions:**

In order to strengthen its business, the company has been acquiring different companies such as TaxiForSure.com for \$ 200 mn in 2015, to strengthen its shuttle service it acquired Geotag, an intelligent transportation firm in the year 2015, further to introduce Ola money it acquired Qarth in the year 2016 and recently it acquired Foodpanda to compete in the meta market.

### **2. Promotional strategy:**

Innovatively thought concept ideas and ads of the company such as Chalo Niklo, ₹6/ per Km, Ola Share pass, Ola outstation, shuttle and Ola peddle has helped the company in being ahead of its peers.

**BCG Matrix in the Marketing strategy of Ola Cab –**

The Ola Cab operates in business segments such as Cab services for passengers, for corporate customers through Ola Shuttle i.e. daily office goes through fixed routes and Ola outstation.

Since Ola had widely penetrated through its Ola passenger segment even in the Tier-3 cities in India as compared to the peers companies and hold around majority of market share (around 40%), therefore it is Stars in the BCG matrix, and other two segments are in evolving stage and is question mark in the BCG matrix.

## MARKET POSITON AND REVENUE RETURN

As previously mentioned, Ola has a market share potential of 60% in India. The other contenders in the market which fall under the organized segment include Taxi for sure (14%), meru cabs (16%), uber (5%) and others(5%). Taxi for sure was acquired by Ola which further increases its market share to about 74%.



Being a part of the organized taxi market in the country which has the maximum potential for growth in near future, it then becomes a fact that Ola is indeed faced by many competitions in this sector. The major competitor of Ola is Uber. Meru and other are not well designated competitors as the price criteria offered by Ola and the range of car available for rent is far better and well accepted by the customer. Uber being at a position of 5% market share holds tough competition for Ola as the future prospects of Uber are to penetrate deep into the Indian market with an investment of over \$400 million to take on Ola.

## Revenue Return:

Ride-hailing platform Ola has reported its first operating profit of ₹89.82 crore for 2020-21, even as its revenue declined 65 per cent to ₹689.61 crore amid Covid-19 induced lockdowns.

As per regulatory documents filed by ANI Technologies - the parent company of Ola- it had logged standalone operating profit (profit before finance cost, depreciation, amortisation and tax (EBITDA)) of ₹89.82 crore in FY21 on a standalone basis, while it had registered a loss of ₹610.18 crore in the preceding fiscal year.

Ride hailing accounted for a majority share of the consolidated revenue for the IPO-bound company.

ANI Technologies, which also has food delivery and financial services offerings, saw its operational loss narrowing to ₹429.20 crore in FY21, while revenue declined 63 per cent to ₹983.15 crore on a consolidated basis.

When contacted, an Ola spokesperson said the company has been focused towards building a business with strong operational efficiencies and improved unit economics.

## GOVERNMENT INCENTIVES

Ola Electric is gearing up for the launch of its maiden electric scooter – rumoured to be named the Ola Series S – in the month of August. While the company has kept mum about the specifics of its first e-scooter, *Tech2* has previously revealed the scooter will be sold online directly to buyers and delivered to their homes, and that it will have fixed batteries and an expected range of up to 150 kilometres on a full charge. Now, we can tell you that Ola's electric scooter will also be eligible for a significant subsidy, upwards of Rs 50,000, under the Centre's FAME-II scheme.

# G.S. LOHIA GIRLS COLLEGE

## **A Report on “Facebook” Startup**

### **ENTREPRENEURSHIP**

#### **Development Project**



NAME	ROLLNO.	SEMESTER
Aafrija Khan	01	3 <sup>rd</sup> SEMESTER
Aditi Jaiswal	02	
Anjana Gope	06	
Falak Khan	18	
Janvi Mittal	24	
Khushi Sharma		
Preety Pareek	48	
Saiba Yasmin Hussain	84	

## **INTRODUCTION**

**Facebook**, American online social network service that is part of the company Meta Platforms. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day. The company's headquarters are in Menlo Park, California.

The social network TheFacebook.com launched in February 2004. There are over 340 million Facebook users in India alone, making it the leading country in terms of Facebook audience size. To put this into context, if India's Facebook audience were a country then it would be ranked third in terms of largest population worldwide. Apart from India, there are several other markets with more than 100 million Facebook users each: The United States, Indonesia, and Brazil with 200 million, 140 million, and 130 million Facebook users respectively

With more than 2.85 billion monthly active users, Facebook is the most popular social media worldwide. With an audience of this scale, it is no surprise that the vast majority of Facebook's revenue is generated through advertising. As of July 2021, it was found that 98.5 percent of active users accessed their Facebook account from mobile

devices. In fact, almost 81.8 percent of Facebook audiences worldwide access the platform only via mobile phone. Facebook is

not only available through mobile browser as the company has published several mobile apps for users to access their products and services. Facebook and its core group of products regularly rank among the most downloaded apps worldwide.

## **CONCEPT**

Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others. The most popular social networking site, which allows anyone to share photos, comments and videos online.

Founded in 2004 by Mark Zuckerberg, the site is free to members and derives its revenue from ads. The Facebook name came from the paper document with names and faces issued to college freshmen to help them get acquainted with each other. Using the built-in search, members can locate other Facebook members and "friend" them by sending them an invitation, or they can invite people to join Facebook (see Faceslam). Facebook offers instant messaging and photo sharing, and Facebook's email is the only messaging system many students ever use.

### **Here are a couple of classic Facebook concepts**

1. Daily Questions
2. Quirky Lifestyle Statements
3. Quirky Milestones
4. Epic Meme Updates
5. Say Thank You

6. One Word Answer Updates

7. Yay Or Nay Posts

# Features of Facebook

Facebook has quite a lot of features but its main features are the Newsfeed where the user see contents from his Facebook friends and pages he follows; Messenger for messaging; Timeline where it shows the user's information and content posted or shared; the Wall, a space for the user's content.

## 1 Facebook structure

- 1.1 News Feed
- 1.2 Friends
- 1.3 Wall
- 1.4 Timeline
- 1.5 Likes and Reactions
- 1.6 Comments
- 1.7 Messages and inbox
- 1.8 Notifications
- 1.9 Groups

## 3 General features

- 3.1 Facebook dynamic text/type
- 3.2 Credits
- 3.3 Feature phones
- 3.4 Graph Search
- 3.5 IPv6
- 3.6 Listen with Friends
- 3.7 Mood faces
- 3.8 Phone
- 3.9 Poke and Greetings

## FINANCE AND FUNDING

Facebook is not a monopoly, but with its more than 3 billion users worldwide across Facebook, Instagram and WhatsApp, it has a dominant market presence among social media and messaging tools. Facebook's gigantic user penetration worldwide is what makes it such a valuable company. Still, when it comes to Facebook's business model and how it makes money, users are not paying Facebook anything. At least not directly.

Facebook makes money predominantly by showing ads from advertisers within its Facebook and Instagram apps. Advertising represented 98% of Facebook's **\$86bn revenue in 2020**. The remaining 2% of revenue came mainly from selling Oculus and Portal devices and also payment fees from developers.

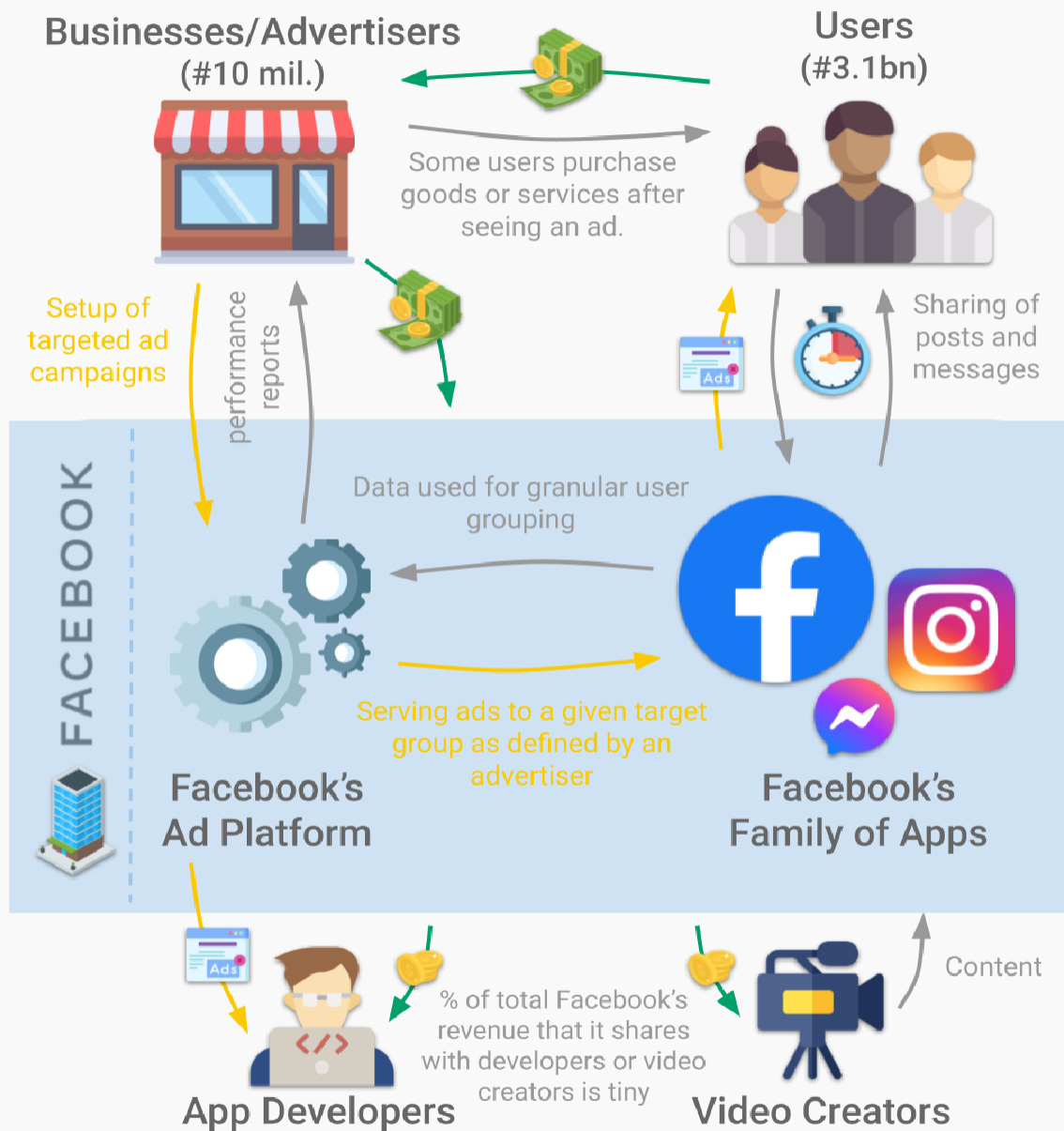
Facebook is not the first nor the last business with a similar business model. Still, Facebook is an excellent example that this business model is not without issues when the interests of users and customers (advertisers) are not in line.

Facebook's market share on ad revenue in the US in 2019 was 23%, making it the second-biggest player after Google (with a 32% market share). Compared to Google, Facebook experienced much higher growth in 2019. The total size of the US market was around \$130bn annually.

Facebook makes money by auctioning off space for ads within Facebook and Instagram users' feeds and stories. Advertising represents 98% of Facebook revenue. The remaining 2% comes from

other activities, primarily from selling Oculus and Portal hardware products. On average, Facebook earned \$32 from each of its users worldwide in 2020, earning \$84bn in total advertising revenue and an additional \$2bn from its non-advertising business.

# How Facebook Makes Money from Advertising



# Facebook's 2020 Earnings & Cash Flow Overview

FACEBOOK



2020 (\$)



2020 (% of Revenues)

Revenue



Operating Income



Net Income



Earnings Per Share



Operating Cash Flow



Free Cash Flow



KAMIL **FRANEK**.COM

Source: SEC (EDGAR)

## **MARKETING AND SALES**

Facebook was founded on 2004 by Mark Zuckerberg and team with a mission to engage, connect people and share their life's moments. It helped people knowing what's happening in other parts of the world on real time basis. Facebook have more than 1 billion daily active users (DAU). It has acquired other popular social networking sites such as Instagram, WhatsApp, Oculus over the period of time in order to broaden its presence in different platforms and segments.

Facebook uses the mix of Demographic, geographic and psychographic segmentation variables in order to understand the preferences and engage people accordingly so as to generate revenues. Since the target market for Facebook is huge so by using differentiated targeting strategy Facebook makes sure that it provides algorithmically individualised advertisements meant for the specific person based on the way he/she operates their accounts. It uses value-based positioning strategy and believes in engaging people so that people can share more and more and connect with others.

**Tagline-“Facebook helps you connect and share with the people in your life.”**

### **Competitive analysis in the Marketing strategy of Facebook-**

It faces competition in each of the segment of the business it is present into whether a competitor is a company which is sharing information or the company which is collecting information, in each way it is going to affect the marketers who are the main source of revenue for the Facebook. In some of the

geographic locations due to several factors such as government regulations or the work culture, community ideologies are the main challenges that Facebook faces.

## **Market analysis in the Marketing strategy of Facebook-**

Facebook operates in the market which is highly competitive and innovates or perish is the only mantra which helps the companies to sustain. Many networking companies like Skype, zomato, snapchat etc are still struggling and are fighting hard with each other technologically to emerge as a market changer and innovator .

## **Customer analysis in the Marketing strategy of Facebook-**

Customers of Facebook are the individuals of different communities/ locations and the enterprises who want to get connected with each other and interact in a more open world. These are the people and business that uses the platform of Facebook/ Instagram / WhatsApp to communicate to other what they stand for and who they are.

Marketing activities that would cost thousands of dollars through other channels can be used on Facebook for a fraction of the cost. This makes it ideal for small to medium businesses with a limited marketing budget.

## **REVENUE RETURN AND MARKET POSITION**

Facebook stock price was up more than 6% in after-hours trading on Wednesday after the company released its first-quarter earnings, beating Wall Street's expectations for earnings and revenue.

Here's how the social media giant fared in the quarter, relative to estimates compiled by Refinitiv:

Earnings: \$3.30 per share vs. \$2.37 per share forecast

Revenue: \$26.17 billion vs. \$23.67 billion expected

Daily active users (DAUs): 1.88 billion vs. 1.89 billion forecast by FactSet

Monthly active users (MAUs): 2.85 billion vs. 2.86 billion forecast by FactSet

Average revenue per user (ARPU): \$9.27 vs. \$8.40 forecast by FactSet

S

The company reported revenue of \$26.17 billion for the quarter, which was up 48% compared with a year prior. Facebook's net income grew 94% to \$9.5 billion, from \$4.9 billion a year prior. Facebook attributed the significant increase in revenue to a 30% year-over-year increase in the average price per ad and a 12% increase in the number of ads delivered.

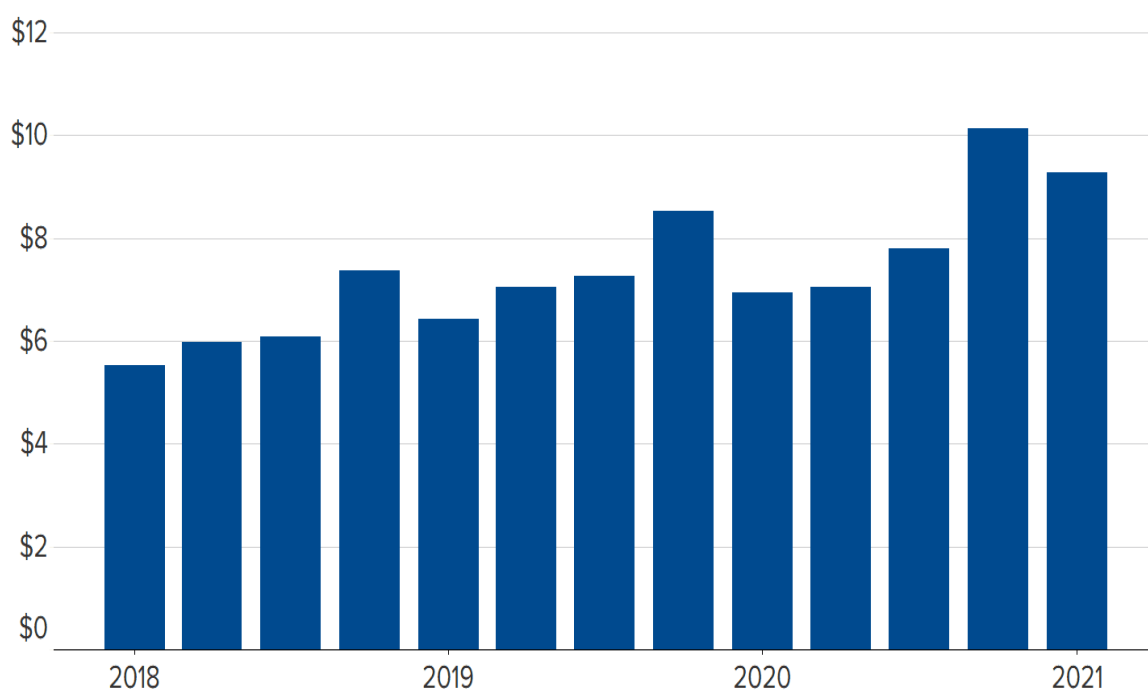
Facebook said it expects its revenue growth to remain stable or accelerate modestly in the second quarter compared with slower growth a year prior due to the pandemic. The company, however, expects revenue growth in the third and fourth quarters to significantly decelerate sequentially compared with fast growth experienced during those periods a year prior as a result of the pandemic.

“Commerce have been growing in our services for a while, but it has become a lot more important as the pandemic has accelerated a broader shift towards businesses moving online”

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### Facebook quarterly average revenue per user

Q1 2021: \$9.27



SOURCE: Company reports



## **BREAKEVEN POINT**

Facebook currently has around 1.3 billion active users, whereas WhatsApp is the most globally popular messaging app with more than 700 million active users. But it has higher engagement than Facebook, for instance, people exchange 500 million pictures per day on WhatsApp, about 150 million more than Facebook.

Over the years, Facebook has constructed a successful business model with revenues of about \$12 billion a year. Although it has been the benchmark for social media, Facebook is not immune to changing market trends. It lives in fear of being disrupted in mobile. It doesn't want to become next Orkut, MySpace or Friendster, so it can't risk losing peoples' attention at the hands of newer cooler apps. WhatsApp has proven it can capture attention, and while Facebook says it doesn't care about user data from WhatsApp, messaging can become a rich data source for Facebook's core advertising business.

Facebook doesn't want to introduce any ads on WhatsApp in near future. Nor does it intends to increase the \$.99 per year subscription rate. Even a billion more users on WhatsApp cannot justify the \$19 billion tag. But buying WhatsApp allows Facebook to both own "the next Facebook" and prevent "the next Facebook" from eating Facebook's lunch. Facebook seeks growth opportunity, future prospects, and more importantly keeping the app out of the hands of competitors



## **GOVERNMENT INCENTIVES**

Facebook and its nearly 3 billion users will have even more room to store all the life moments and minutiae fit to post following a Thursday announcement of plans to further expand the company's massive data storage facility in this Utah County community.

The company reports it has invested over \$1 billion in the Eagle Mountain facility so far, with over 4 million work hours having gone into a project that's included erecting over 12,000 tons of steel and pouring over 100,000 cubic yards of concrete.

While none of the new digital storage capacity has been activated for use as of yet, a Facebook spokeswoman said two of the first three buildings are nearing completion and the company expects to be online sometime this year.

That tax break gives Facebook 100% tax relief on personal property taxes due and 80% relief on real property taxes due for a term of 40 years for four of the five taxing entities it's beholden to. ... The company will also enjoy some sales tax exemptions, created specifically for data centers by the Utah Legislature.

# GROUP 9

**G.S. LOHIA GIRLS' COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**MYNTRA**  
**THE ONLINE FASHION STORE**



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Purbasha Gupta	51	
Aparnita Dutta	12	
Sushmita Patel	78	



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**Ab Bas Tayyohar Manao**

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- 3. FINANCE AND FUNDING**
- 4. MARKETING AND SALES**
- 5. REVENUE RETURN AND MARKET POSITION**

## **INTRODUCTION**

Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; The company is constantly evolving into newer and better forms and look for people who are to evolve. Myntra is passionate about fashion and would love a workplace that is purely result-driven. Myntra operated on the B2B model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, pads and others. In 2011, Myntra began selling fashion and lifestyle products and moved away from personalisation.



## **CONCEPT**

Myntra App, India's no.1 online fashion destination justifies its fashion relevance by bringing something new and chic to the table on the daily. Fashion trends seem to change the lightning speed, yet the Myntra shopping app has managed to keep up without any hiccups. Myntra has vowed to serve customers the best of its ability by introducing its first ever-loyalty program, The Myntra Insider. Gain access to priority delivery, early sales, lucrative deals and other special perks on all your shopping with the Myntra App. This leading e-commerce company is a clothing, footwear or accessories B2B business, Myntra offers people the ideal combination of fashion and functionality for men, women and kids. The business model of Myntra is primarily based in procuring current season merchandise from all its associated brands and making them available on its e-commerce portal at the same time as in respective retail brand outlets. Myntra operates through a self service platform that is supported by 24\7 customer care service. It has also decreased its shipping time from 48 hours to 24 hours. It ensures it maintains a sound relationship with customers. Myntra has a massive urban market, and it is very popular among discount lovers Myntra fashion enthusiasts as it offers as many as 15 thousand products of one category. Myntra also hosts "End of Reason Sale", which gathers enormous crowd, according to Aman Nagaram, the C.E.O of Myntra. Such sales and discounts also attract people from tier 2 and tier 3 cities. Myntra prohibits the use of language that is racist, hateful, sexual or obscene in nature in a public area this policy extends to your Submission, Posting and all other areas of the website that another user may view .

## **FINANCE AND FUNDING**

In October 2007, Myntra received its initial funding from Erasmic Venture Fund (now known as Accel Partners), Sasha Mirachandani from Mumbai Angels and a few other investors. In November 2008, Myntra raised almost \$14 million in a Series B round of funding. This round of investment was led by Tiger Global, a private equity firm; the existing investors IDG Ventures and Indo-US Venture Partners also put in substantial amount towards funding Myntra. Towards the end of 2011, Myntra.com raised \$20 million in its third round of funding, again led by Tiger Global. In February 2014, Myntra raised additional \$650 million (Rs310 crore) funding from Premji invest and few other private investors.

In April 2015, Myntra acquired Bengaluru-based mobile app development platform company Native5, with a view to strengthen and expand Myntra's mobile technology team.

In July 2016, Myntra acquired mobile-based content aggregation platform Cubeit, to strengthen and expand its technology team.

In July, 2016 Myntra acquired their rival Jabong.com to become India's largest fashion platform. In October 2017, Myntra partnered with Ministry of Textiles to promote handloom industry.

In April 2017, the company acquired InLogg, a city-based technology platform for the e-commerce sector.

In April 2018, Myntra acquired Bengaluru-based start-up Witworks, a maker of wearable devices to strengthen its technology team.

In August 2018, Myntra acquired Mumbai-Based start-up Pretr Online Services Pvt.LTD., an end-to-end omnichannel platform for retail.

## **MARKETING AND SALES**

Myntra has been founded by by some IIT passed out graduates in the year 2007. It was not the first company in India to work on the e-commerce platform. So, the competition was high. The strategy it pulled up for success had been their marketing mix. They worked on the niche of garments and fashion. Gradually they covered all segments of the same and created coverage of all lifestyle items. It made a brand in Indian Market by 2014. Technology has been another great area that Myntra worked on. Starting initially at the online platform, they continued to upgrade themselves with technology. Understanding the trend of users, they switched to Mobile app version swiftly. It gave a big thrust to its competitors by 2016. Logitics had remained the key success area for Myntra too. They expanded fast to cover around 9000 Pin coded in India and thus created a sensation to its competitors. The distance between physical buying and buying from an e-commerce platform can be shortened with a highly nurtured logistics. Myntra ensured the same to retain its supremacy in the Fashion World of India. In terms of promotion, Myntra never left out any platform for its success. However, their approach was not like the other competitors. A perfect strategy has been knitted every time by them in social network marketing. Marketing on Facebook, YouTube, and Twitter was focused but was not made rigorous to disturb the users. Solution providing attitude has been maintained to reach users every moment. Most of the time, their advertisement strategy remained targeted at the core competency. They held over the competitors-and thereby placed their style statement prominently. In the case of physical marketing, Myntra never targeted to cover the Metropolitan cities with banners and hoardings. Rather, they took up the matter seriously and strategically. Personalized sports Jersey of Team India, IPL or FIFA has been a well-thought promotion plan for Myntra. It placed them differently above all its rivals. The inclusion of style icons in Advertisements and Promotion has not been ignored for expansion. But here too, they marketed themselves different, by choosing the style icons. With most of the Bollywood superstars as their brand ambassadors, they pulled in sports personalities.

## **REVENUE RETURN AND MARKET POSITION**

Walmart-owned online fashion retailer Myntra Designs Private Limited reported IRS revenues for the financial year 2019-20 as Rs 1,719 crore, a 58 percent jump since the last financial year. The company further reported a net loss of Rd 744 croro during the semi fiscal. This a 38 percent increase from the last financial year, showed regulatory documents sourced from business intelligence platform Toflrer. The company's total expenses for the fiscal were reported at Rs 2,463 crore.

The revenue of the firm is mainly generated from services related to marketplace, logistics and consultancy to various brands. However, the company is considering and exploring viable business opportunities with financial support from its intermediate holding company.

The company was granted license to run and operate the fashion retail platform Jabong.com, effective from September 2019 by Jade eServices pvt.Ltd. Subsequently the license was revoked in mutual consent effective from February this year. Interestingly, with view to have its presence outside India and to explore business opportunities' abroad, the company had strategically invested in Myntra Inc., USA, in the state of Delaware, according to the documents. The firm has made investments amounting to \$48.75 in the paid-up share capital of Myntra Inc. Which comprises 4,875,000 equity shares. Myntra Inc. is engaged in the business oof research and development in the field if Internet Technology.

The pandemic has accelerated the adoption e-commerce. Myntra recently witnessed a record- breaking number of visitors at 15 million on the opening day of its Flagship sale event End of Reason Sale (EORS). It registered a massive growth of more than 110 per cent over BAU (business-as-usual). The event started with Myntra selling over 3 millllion items within the first 24 hours, clocking more than 2X growth over the June EORS, as part of the nation's largest fashion event which ended on Thursday Night.

**G.S. LOHIA GIRLS' COLLEGE  
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**‘AMAZON HAI, APNI DUKAN’**



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## **INTRODUCTION**

Amazon.com, Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Alphabet (Google), Apple, Meta (Facebook), and Microsoft. The company has been referred to as “one of the most influential economic and cultural forces in the world”, as well as the world’s most valuable brand.

Jeff Bezos founded Amazon from his garage in Bellevue, Washington, on July 5, 1994. It started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry.

Amazon distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, film and television studio Amazon Studios, and a cloud computing subsidiary, Amazon Web Services.



## **CONCEPT**

Amazon is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest internet company by revenue in the world. Amazon Business gives customers the option to purchase items directly from Amazon, or from third-party sellers. By viewing Amazon product offerings alongside third-party offerings, customers are able to select and order goods based on the best price, shipping and seller preferences. Amazon runs a platform business model as a core model with several business units within. Some units, like Prime and the Advertising business, are highly tied to the e-commerce platform. For instance, Prime helps Amazon reward repeat customers, thus enhancing its platform business. Amazon: "Our vision is to be earth's most customer centric company; to build where people can come to find and discover anything they might want to buy online". Amazon's business strategy is based on one primary goal: to seamlessly link the digital and brick-and-mortar shopping experience in order to be a part of every single purchase made. The technology, which powers the cashier-less Amazon Go stores, lets customers pick up what they want in a store and walk out, without the need for a checkout line. To sustain the growth, Amazon.com needed more than private investors to underwrite the expansion. As a result in May 1997, less than two years after opening its virtual doors and without ever having made a profit, Amazon.com became a public company, raising \$million to the NSDAQ market. In addition to the cash, the company was able to use its high-flying stock to fund its aggressive growth and acquisition strategy.

Although offering more types of goods broadened its appeal, it was Amazon.com's service that gained it customer loyalty and ultimate profitability. Its personalized tools recommended other products to buy on the basis of both a customer's purchasing history and data from buyers of the same items. Its publishing of customer reviews of products fostered "community of customers" who helped each other to find everything from the right book to the best blender.

## **FINANCE AND FUNDING**

- Amazon is notorious for spreading its bets before going all in on a new product, and the financial services space is no exception. Through trial and error, the company has set-up key financial pillars across payments, cash, deposits, and lending. As we'll explore below, all are related to Amazon's broader growth and product strategies.
- Amazon has aggressively invested in payments infrastructure and services over the last few years. That's unsurprising, given that the payment experience is so close to Amazon's core e-commerce business. Making payments more cash-efficient to Amazon and frictionless for customers is a key priority.
- Today Amazon Pay has evolved to include a digital wallet for customers and a payment network for online and brick-and-mortar merchants. Since 2019, Amazon has invested in growing Amazon Pay's market place, including forming a partnership with acquiring bank worldpay.
- Amazon's first known payment product, pay with Amazon launched in 2007. That same year, the company acquired TextPayMe, a peer-to-peer mobile service that was relaunched as Amazon webpay in 2011.
- Webpay failed to gain user transaction and was shut down in 2004 unlike upstart venom(now a part of rival payment processor paypal). It's a likely that Amazon was too early to P2P payments.
- In 2007, the company the company also invested in Bill Me later(fka 14 commerce). Bill me later was one of the earliest fintech platforms on the market and gave big retailers the ability to offer financing programs. Although Bill Me Later was scooped by Paypal in 2008, Amazon remained ever focused on reducing payment friction for customers.
- Over the last years, Amazon has used a variety of techniques to strengthen its payments experience, including launching digital wallets through Amazon Pay, acquiring tech talent of failed mobile payments startups Gopaygo building a variety of tech-in-house, and most recently opening up to partnering with merchant acquires outside of Amazon's marketplace.

## **MARKETING AND SALES**

I've highlighted the Amazon marketing strategy case study in books for nearly 20 years now since I think all types of business can learn their digital business strategy, their response to the pandemic is impressive but not entirely surprising for a brand which is '**customer obsessed**'. From startups and small business to large international businesses, we can all learn from their focus on the customer, particularly at this time, testing market, opportunities made available by digital technology, and their focus on testing and analysis to improve results. Their focus on customer experience, "Customer Obsessions" as they call it is shown by the way they consistently outperform other retailer in their ACSI customer satisfaction rating to. We can also learn also learn from their digital marketing strategy, since they used digital marketing efficiently across all customer communication touchpoints in our **RACE framework**. I aim to keep this case study up-to-date for readers of the books and Smart Insights readers who may be interested. In it, we look at Amazon's background, revenue model, and sources for the latest business results.

From the beginning, our focus has been on offering our customers compelling value. We realized that the Web was, and still is, the World-Wide Wait. Therefore, we set out to offer customers something they simply could not get any other way, and began serving them with books.

We brought them much more selection than was possible in a physical store (our store would now occupy 6 football fields), and presented it in a stor

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IF IT'S TRENDY IT'S ON FLIPKART**



**'IF IT'S TRENDY IT'S ON FLIPKART'**

# ***Flipkart***



*Naye India ke Saath*

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## **INTRODUCTION**

Flipkart is an Indian e-commerce company, head quatered in Bangalore Karnataka India , and incorporated in Singapore as a private limited company . The company initially focused on online books sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries and lifestyle products. Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the IIT, Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008. In 2010, Flipkart acquired the Bangalore-based social book discovery service WeRead from Lulu.com.



***Flipkart***

## **CONCEPT**

Integrated on the Flipkart platform, 'Flipkart Ideas' aims to inspire users by helping them discover new products and brands through credible information and bring forth ideas that help consumers add new purchases seamlessly into their lives. Being India's largest e-commerce platform it operates on a B2C business model by providing services related to the online book store and some other products. After it expanded into other sectors and became an e-commerce company, Flipkart shifted to a business-to-consumer model. Flipkart's current vision is to become "The Amazon of India" and their mission revolves around 'Providing delightful customer experience.' Flipkart started off with a direct-to-

consumer model selling books and some other products, before turning to a marketplace model which connect sellers and buyers and expanding its catalogue. Today it sells everything from smartphones to clothes to furniture refrigerators to FMC goods-and yes, books too. Flipkart claims to have lakhs of sellers on board from across India who list their products in over 80 categories. The average consumer might not care who the seller is and has a relationship with Flipkart, whereas the seller who may not have reached the customer at all can now do so thanks to Flipkart's Platform. To facilitate this transaction and fulfill the order, Flipkart charges a varying percentage as a commission fee from the seller.

## **FINANCE AND FUNDING**

The initial development budget of Flipkart was INR Rs 400,000(US\$5,300). It later raised funding from venture capital firms Accel India(receiving US\$1 million in funding in 2009) and Tiger Global (US\$10 million in 2010 and US\$20 million in June 2011). On 24 August 2012, Flipkart announced the completion of its 4<sup>th</sup> round of funding, netting a total of US\$150 million from MIH (part of the Naspers Group) and ICONIQ Capital. The company announced on 10 July 2013 that it had raised an additional US\$200 million from existing investors, including Tiger Global, Naspers, Accel Partners and Iconic Capital. Flipkart's reported sales were Rs 40 million (US\$530,000) in the FY 2008-2009, Rs200 million (US\$2.7 million) in the FY 2009-2010 and Rs750 million (US\$10 million) in the FY 2010-2011.

Flipkart reported a loss of Rs 2.81 billion (US\$37 million) for the FY 2012-13. In July 2013, Flipkart raised \$160 million from private equity investors. In October 2013, it was reported that Flipkart had raised an additional US\$160 million from new investors Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina SA, and Vulcan Inc., with a share of the funding coming from existing investor Tiger Global. On 26 May 2014, Flipkart announced that it had raised US\$210 million from Yuri Milner's DST Global and its existing investors Tiger Global, Naspers, and Iconic Capital. On 29 July 2014, Flipkart announced that it raised US\$1 billion from Tiger Global, Accel Partners, Morgan Stanley Investment Management, and a new investor, Singaporean sovereign-wealth fund GIC. In December 2014, after it received \$700 million from another round of funding, Flipkart had a market cap of \$11 billion. On 20 December 2014, Flipkart announced its filing application with Singapore-based company regulator ACRA to become a public company. This announcement came after the company received \$700 million in long-term strategic investments from more than 50 Indian investors. The \$700 million in funding raised by Flipkart added new investors to the company's board, including Baillie Gifford, Greenoaks Capital, Steadview Capital, T. Rowe Price Associates, and Qatar Investment Authority. Its existing investors DST Global, GIC, ICONIQ Capital and Tiger Global also participated in this financing round. As of May 2015, Flipkart had raised \$550 million in additional funding from its existing investors in a deal that raised its total valuation to \$15 billion.

## **MARKETING AND SALES**

Flipkart also invests heavily in star power and influencer marketing. India loves Bollywood and Flipkart uses this to sell and raise awareness about their products. Ranbir Kapoor, Alia Bhatt, Amitabh Bachchan and Shraddha Kapoor have all been prominently featured in Flipkart TV ads and in their online campaigns. This shows that Flipkart not only has deep pockets, but also has an eye on the pulse of the market. In recent years, Flipkart has increased its budget spend on digital marketing considerably. Earlier, they were spending crores in multichannel marketing campaigns that resulted in a large amount of cash burn. Since Kalyan

Krishnamurthy took over flipkart in 2017, there has been a large-scale revamp of its marketing strategy-it's become leaner and heavily based on digital, which has worked out well for them. A study published in Livemint in 2017 outlines the very beginning of the transformation where in potential customers showed a greater awareness of flipkart's big billion days sale as compared to other retailers. In addition to marketing campaigns, flipkart also uses its digital channels extensively to provide customers with best experience with their platform customers voice concern and complaints on flipkart's social media channels and this is dealt with quickly and efficiently. Of course, this investment in digital channels hasn't stopped flipkart from working with celebrities and influencers extensively flipkart relies heavily on influencer marketing and influencers to spread the word about their campaigns the best part about this is that the message can be utilized both online and offline-making way for them to use it both for tv spots/billboards, as well as advertising online. Changing government regulations and entry of some biggies like Alibaba, Ebay, Snapdeal and various other start-ups is driving growth in the industry. Indian government have allowed 100% FDI in market place setup which will help the company in their expansion and further penetration in the current market.

## **REVENUE RETURN AND MARKET POSITION**

Walmart owned e-commerce major flipkart has reported a revenue of Rs 34,610 crore for the financial year 2019-20-an increase 12 percent over the previous year. The company's net loss during the year, at Rs 3,150 crore, dropped 18% from 2018-19, showed regulatory document sourced from business intelligence platform Tofler. During FY20, the company allotted total equity shares worth Rs 4,455 crore to Flipkart Private Limited Singapore and its total expenses for the financial year stood at Rs 37,760 crore. According to the document, the National Company Law Appellate Tribunal (NCLAT) directed the Competition Commission of India (CCI) to launch an investigation against Flipkart India Private Limited and Flipkart Internet Private Limited for certain measures arising out of a CCI order dated November 6,

2018.Both entities filed a civil appeal before the Supreme Court challenging the order which is currently pending.The company's disputed statutory dues from 2011 to this financial year where Rs 173 crore, of which Rs 27 crore was paid under protest, according to the records.The forums where these disputes were pending included the Commissioner of Income-Tax(Appeals),Joint Commissioner of Commercial Taxes(Appeals) and Appellate deputy Commissioner.Experts said that Flipkart's future revenue were going to improve, as the covid 19 pandemic had accelerated a shift to e-commerce with an increasing number of consumer at a higher frequency.The festive season this year saw 88% customer growth from last year,driven mainly by about 40 million shoppers from Tier-II.

### **GOVERNMENT INCENTIVES**

The government is looking into whether hefty discounts offered on Walmart-owned Flipkart and amazon.com during their online festivals sales violate foreign investment rules, a commerce ministry official told Reuters.The government introduced new rules in February aimed at protecting the 130 million people dependent on small-scale retail by deterring big online discounts. The rules focused e-commerce firms to tweak their business structures and drew criticism from the US, straining trade ties between New Delhi and Washington. While Amazon and Flipkart say they've complied with the government rules, local trader groups say the two companies are violating them by burning discount-of more than 50 percent in some cases-during the ongoing festivals sales. Reuters reviewed emails and internal training material from flipkart showing the company is in some

cases offering to reduce, or forfeit, its sales commission sellers that offers discount. The commerce ministry official told reuters that the government was reviewing complains and evidence field by the Confederation of All India Traders (CAIT), a group representing some 70 million brick-and-mortar retailers, alleging amazon and flipkart were violating the foreign investment rules. The official declined to comment on possible actions, but executives from amazon and flipkart were summoned to meet commerce ministry officials last week to discuss the matter. Flipkart in a statement said it had a “good meeting” with government officials and it was “deeply committed to doing business right way in India”. Amazon said it had an “open & transparent discussion” with officials and has a high bar for compliance open 365 days a year, 24 hours a day.

## **REVENUE RETURN AND MARKET POSITION**

Amazon makes money through its retail, subscriptions, and web services, among other channels. Retail remains Amazon's primary source of revenue, with online and physical stores accounting for the biggest share. AWS is Amazon's largest source of operating profits and is growing at a robust pace. Amazon's founder Jeff Bezos stepped down as CEO on July 5, 2021, in favor of Andy Jassy, who was previously the CEO of AWS. It has been less than a year since Amazon Launched its Local shops on Amazon program in India. Deployed during India's strict lockdown to contain the novel coronavirus pandemic in April 2020, the program became an instant hit as it allowed Customers to place orders from their neighborhood stores and get quick deliveries. Over 5,000 local stores selling a wide range of items such as groceries, furniture, electronics, apparel, toys, and furnishings, among others, signed up for the Local Shops pilot program in April last year. Amazon now says that the program has grown to more than 50,000 sellers across 450 Indian cities. The company also provided some interesting insights into

the program. For instance, grocery items are the most popular on Local Shops, and the program has gained impressive traction in smaller Indian cities. These two developments bode well for Amazon, as the online grocery market in India is expected to grow eightfold over the next five years and hit \$18 billion in revenue, according to a third-party report. Meanwhile, smaller Indian cities are now accounting for a bigger volume of e-commerce sales. Management consulting firm Kearney points out that e-commerce growth in Tier 2 and Tier 3 cities in India is outpacing that of Tier 1 cities. More specifically, the volume share of these smaller cities in India's e-commerce market increased to 46% in the fourth quarter of 2020 from 32% a year earlier.

## **GOVERNMENT INCENTIVES**

Every year the government gives away over \$85 billion in economic incentives to businesses in the form of tax credits/deductions, grants, loans, and cash reimbursements. Ninety percent of these funds go to big businesses that can afford high-priced consultants and lawyers. With this guide, small to medium-sized businesses owners now can learn how to capture these incentives dollars for themselves without having to take on the costs and communications of expensive consultants.

The best books on Amazon and its founder Jeff Bezos are *The Everything Store* (2014) and *Amazon Unbound* (2021) by Brad Stone. The second book covers the site selection process for HQ2.

On October 2020 investigative piece from WEBZ Chicago shows that the Amazon's expansion in Cook Country (Chicago Suburbs) has been supported by at least \$741 million in subsidies. The article also exposes racial divide: Amazon gets more in subsidies from poor minority communities than from wealthier white communities.

In “ Low Cost Housing Needed to Prevent the Displacement and Gentrification of Low-Income Latinx Neighborhood Near Amazon HQ” Tenants and Workers united and George Washington University show that state and local governments and private philanthropies must be focused on particular and unique needs of current residents living near HQ.(July 2019)

# GROUP 10

**G.S. LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY**  
**OF PAYTM**



**SUBMITTEDBY:**

NAME	ROLLNO	SEMESTER
ANKITAMITRA	07	3 <sup>RD</sup> SEMESTER
DEBASHREEMUNSHI	14	
DEEPANJALIKUMARI	15	
EASHAPPAUL	17	
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## ABOUT FOUNDER



Vijay Shekhar Sharma, Paytm founder is a young and dynamic business steward and is extremely positive in both thoughts and action. He is deeply passionate and committed to bringing India to the forefront of digital disruption with Paytm.

He is the first engineer in his family. He hailed from a very small town and completed his education from Hindimedium.

He has embarked on the nation behind his fantastic website and has taken it to glorious heights and fame.

He started his maiden enterprise indiasite.net, a search engine that he later sold off, while still being an undergraduate student at DCE.

# INTRODUCTION

**Paytm** is an Indian e-commerce payments system and financial technology company, based in Noida, Uttar Pradesh, India. Paytm is currently available in 11 Indian languages and offers online use-cases like mobile recharge, utility bill payment,

travel, movies and events bookings, grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and educational institutions with the PAYTM QR code. California-based PayPal filed a case against PAYTM in the Indian trademark office for using a logo with a similar color combination to its own on 18 November, 2016. As of January, 2018, PAYTM is valued at \$10 billion.

As per the company, over 7 million merchants across India use their QR code payment system to accept payments directly into their bank account. The company also uses advertisements and paid promotional content to generate revenues.



## **FINANCE**

One 97 communication Ltd. , which owns India's largest digital payment company. PAYTM has reported revenue of Rs. 813.88 crore for 2016-17. Its net worth stood at Rs. 2376 crore

The company however did not disclose its net profit or loss figures for the fiscal year.

The company has reported losses of Rs. 1534 crore for 2015-16, or a threefold increase from Rs. 337.5 crore reported in the previous fiscal year.

## **FUNDING**

PAYTM got a measure boost in e-commerce when Indian industry Ratan Tata made a personal investment in the firm in March 2015. In the same month, the company received a \$575 million investment from a Chinese e-commerce company Alibaba group after Ant financial service group. An Alibaba group affiliate took 25% stake in One 97 communications as part of a strategic agreement.

## **MARKETING**

- The marketing association between the two leading brands lasts for five months
- PAYTM had tied up with ITC's Yippee! Noodles in a deal worth Rs 250 crore to launch 'Yippee! To Rupee' campaign
- Every time a person bought a pack of Yippee! Noodles priced between Rs 5 to 40 he/ she got a Paytm coupon of the same value inside the pack.
- According to Shankar Nath, senior vice President, PAYTM it was also a loyal tyre reward for existing customers of both the brand
- The report (4<sup>th</sup> Oct. 14) stated that the company registered about 600,000 orders a day and transactions worth about Rs 300 crore every month

## **SELLING**

- Whenever anyone sees the offers from PAYTM, 2 offers out of 3 would be for a first-time user. It's for a new user
- So it tempts a person who is not in PAYTM to make an account or those who already have an account they make multiple one
- So these websites can add lots of new things. User and thus more revenue from the advertisers in the website

## **REVENUE MODEL ADOPTED BY PAYTM**

• **Advertising revenue model**: In this model PAYTM allows their merchants to show their advertisement on PAYTM websites and charges some amount for these advertisements. This is the way the paytm used to generate their revenue. This method to generate revenue is covered under the advertising revenue model.

• **Subscription revenue model**: PAYTM also uses a subscription model. They charge the subscription amount from the seller annually and generate their revenue. They charge an annual maintenance fee also as a commission that is 2500. This whole process comes under the subscription model of PAYTM through which they generate their revenue.

• **Advance payment revenue model**: In this model PAYTM receives the interest on the payment of the customer until they do not transfer the money into the seller account. When PAYTM receives an amount from the customer, there are not instantly transferred to the seller account. They hold the amount and gain the interest on these amount. Through this process PAYTM generates their revenue from advance payment revenue model.

## **BREAKEVENPOINTOFPAYTM**

- Platform targets a user base of 100mm by 2023-25 from the current 6mm
- PAYTM money will raise an additional ₹500 crore from parent one97 communications ltd (OCL) as it took to achieve break-even in the next 12-18 months, said a top company executive.
- The company, which launched futures and options (F&Q) trading on its platform on Wednesday, aims to have nearly 100 million users over the next 3-5 years.
- Presently, the option trading future will be provided as early access to limited users, with the platform expecting to open up the offering to a larger audience by the end of the journey.
- With the launch of (F&Q), PAYTM money, which has close to 6 million users currently, is aiming at an overall daily turnover of ₹1.5 trillion and 1 million trades a day in 18 to 24 months.

## **GOVERNMENT INCENTIVE**

Subject to the Dispute Resolution section above, we agree that any claim or dispute we may have against PAYTM must be resolved by a court having jurisdiction in New Delhi, India. We agree to submit to the personal jurisdiction of the courts located within New Delhi, India, the purpose of litigating all such claims or disputes. This agreement shall be governed by Indian law.

If any provision of this agreement is held to be unlawful, void, invalid or otherwise unenforceable, then that provision will be limited or eliminated from this agreement to the minimum extent required, and the remaining provisions will remain valid and enforceable.

**G.S.. LOHIA GIRLS COLLEGE**  
**ENTREPRENEURSHIP DEVELOPMENT PROJECT**  
**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**PHONEPE**



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## **FOUNDER**



**Sameer Nigam** founded PhonePe in 2015 and serves as its Chief Executive Officer. Before PhonePe, he served as the SVP Engineering and VP Marketing at Flipkart.. In 2009, he won the coveted Wharton Venture Award, bestowed by the prestigious Wharton Business School. He holds an

MBA from the Wharton Business School, USA, and a Master's degree in Computer Science from the University of Arizona, Tucson-USA.

**Rahul Chari** is the Chief Technology officer at PhonePe. He comes with two decades of experience spanning embedded systems, enterprise software development, e-commerce platforms and apps. Rahul holds a Masters degree in Computer Science from Purdue University, USA and a Bachelor's degree



Bachelor's degree in Computer Engineering from Bombay University, India .



**Burzin** is the Chief Reliability Officer at PhonePe. He has more than 25 years of experience in the dot-com space. During his stint at PhonePe, he has built web scale infrastructure and led multiple engineering projects including running and building PhonePe's web serving layer, cloud systems, network, storage and CDN. He holds a Master of Science in Computer Science from the University of Southern California.

# **INTRODUCTION**

**PhonePe** is an Indian digital payments and financial services company headquartered in Bangalore, India. PhonePe was founded in December 2015, by Sameer Nigam, Rahul Chari and Burzin Engineer.<sup>1</sup>The PhonePe app, based on the Unified Payments Interface (UPI), went live in August 2016.

The PhonePe app is available in over 11 Indian languages. Using PhonePe, users can send and receive money, recharge mobile, DTH, data cards, make utility payments, pay at shops, invest in tax saving funds, liquid Funds, buy insurance and mutual funds and gold. In addition PhonePe also allows users to book Ola rides, pay for Redbus tickets, and book flights and hotels on Goibibo through the Switch platform.

PhonePe is licensed by the Reserve Bank of India for issuance and operation of a Semi Closed Prepaid Payment system with Authorization Number: 75/2014 dated 22 August 2014.

## **CONCEPT**

Using PhonePe, users can do following work:

1. users can send and receive money
2. recharge mobile,
3. DTH,
4. data cards,
5. make utility payments,
6. pay at shops,
7. invest in tax saving funds,
8. liquid Funds,
9. buy insurance and mutual funds and gold.

## **FINANCE**

PhonePe is accepted as a payment option at over 17.5 million offline and online merchant outlets across 500 cities in India covering food, travel, groceries, medicines, movie tickets etc. The app crossed 100 million user mark in June 2018 and also crossed 5 billion transactions in December 2019. It currently has over 280 million users. The company launched the PhonePe ATM in January 2020. The PhonePe ATM allows neighbourhood Kirana stores to dispense cash in real-time to customers.

## **FUNDING**

Investors of Phonepe-Flipkart, Walmart, Tencent, Tiger Global Managment. Flipkart acquired and invested-100 million in 2016 until 2019, Walmart invested 700 million in global phonepe and Tencent and Tiger invested 66.5 million as of 2021. Phonepe launched as a POS enabled device to service the payments and then evolved as UPI wallet after being acquired and rebranded by Flipkart.

## **REVENUE RETURN AND MARKET POSITION**

**PhonePe**, a digital payments platform backed by US-based retailer Walmart Inc and homegrown e-commerce entity Flipkart, has reported revenue from operation of Rs 690 crore in the previous financial year, a jump of 85%, according to its latest regulatory documents sourced by ET.

**PhonePe**, which competes with Paytm, Google Pay and Amazon Pay, has reported marginally lower net loss of Rs 1,727 crore for the period.

Excluding a one-time allocation for employee stock options, the loss is around Rs 884 crore, down around 44%.

The narrowed losses is an outcome of PhonePe cutting operational costs. It has significantly reduced its marketing and promotional spends, by around 47%, to about Rs 535 crore from Rs 1,016 crore in FY20.

## **GOVERNMENT INCENTIVES**

The government is taking a leaf out of payment apps such as Google Tez and PhonePe to offer cashbacks to users and popularise the Bharat Interface for Mobile (BHIM) payments app in the country.

The official said the move to offer cashbacks and incentives is also to encourage more transactions on the BHIM platform and reduce usage of cash. For this, the incentives for merchants for using BHIM-Aadhaar platform will be significantly increased to 0.5% of the transaction value upto Rs.10,000 against the earlier 0.25% of the transaction value of just Rs.2,000. The government admits that the offtake of the earlier scheme for merchants has been low (just a few lakh) and therefore the change in cap as well as the percentage was required.

G.S LOHIA GIRLS COLLEGE  
ENTREPRENEURSHIP DEVELOPMENT PROJECT  
REPORT ON STARTUP  
THE SUCCESS STORY OF DIGIT INSURANCE



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## **FOUNDER OF DIGIT INSURANCE**



**Kamesh Goyal** is the Founder and the chairman of the company Digit Insurance. He also worked at Allianz Insurance as the Head of Asset Management and Group Planning and Controlling. He was also the Regional Chief Executive Officer there. He also served as the Chief Operating and General Officer. He began his career as a manager at KPMG, India. He pursued B.A. LLB and also completed his masters in business administration from Delhi University.

## **INTRODUCTION**

Digit insurance is an Indian start-up insurance based in Bangalore, the country's burgeoning tech hub also known for its vibrant nightlife.

The company was founded in 2016 by Mr Goyal, and received regulatory approval from the Indian government's Insurance Regulatory and Development Authority (IRDA) in September 2017.

It focuses on selling insurance online and through partnership channels, but maintains a human presence through its product support team, which it claims is available even during national holidays.

Of the 94% of claims settled in the 16 months since it gained IRDA approval, 92% were for car insurance, 91% for two-wheel vehicles, 99.5% for domestic travel, 97% for mobile phones and 93% for international travel.

## **CONCEPT**

The concept of “digital insurance” is an umbrella term that encompasses the vast amount of new technologies that have changed the way nearly every carrier operates.

These providers generally differentiate themselves in a few key ways:

1. Offering a customer-first business approach
2. Omnichannel experiences – you can research, compare, and purchase insurance online or through an app without having to speak directly to an agent in person or over the phone
3. Pricing, risk evaluation, and/or claims handling rely on modern, open software platforms connected to the insurtech ecosystem (new insurance-specific technology)
4. Coverage options are simplified to cater to individuals or families with less robust insurance needs

## **FINANCE**

1. 41% of insurance customers choose a particular mode of insurance purchase based on convenience
2. 47% of insurance buyers rely on digital channels of information to make a purchase decision
3. 67% of customers prefer to use social media (most often) to compare insurance products

## **FUNDING**

Digit Insurance funding has seen it rise to **unicorn status** in **2021**. The company has raised more than **\$179 million** in funding over the **3 funding rounds**.

# **MARKETING**

- 1. Target market demographics:** The most crucial part of any marketing implementation plan is its intended audience.
- 2. Pricing and budget:** Money makes the world go round, and pricing does determine marketing recommendations.
- 3. Long-term goals:** What exactly do you want out of marketing? The best marketing strategy for, say,

## **REVENUE RETURN AND MARKET POSITION**

Insurance companies earn through their various insurance plans. Digit Insurance was awarded as Asia's General Insurance Company of the Year 2019-2020. In 2019, Digit Insurance was also India's Top Startup on LinkedIn. It has got a 4.9 Facebook rating which means about **92% of the customers** like the company. All the insurance sectors are having various parts within themselves. The Digit Insurance revenue is generated from the premiums. For the Two Wheeler Insurance, Premium starts from INR 786.

## **BREAVEN POINT**

According to Digit Insurance Chairman Kamesh Goyal, while it has been a tough year for the entire insurance industry, Digit has managed to expand its business by 30 percent. Two major products have helped drive this growth: Covid health insurance and fire insurance, with both the books witnessing strong growth in terms of premium collection.

Bangalore-based insurance startup Digit is on track to break even by the end of this year, buoyed by lower operating costs, massive equity funding rounds and improved business metrics even in the middle of the Covid pandemic.

## **GOVERNMENT INCENTIVE**

**1. Put mis-selling of Policies in the past!** Previously, there were many instances where policyholders were duped into purchasing the wrong policy by intermediaries, simply for the sake of a higher commission.

### **2. Simple Documentation Process**

One of the crucial benefits of buying insurance online is that it brings the advantage of easy documentation and a much more simplified paperwork process.

### **3. Policy Document Security**

It is not an uncommon occurrence where the policyholder loses or misplaces his/her policy documents.

**G.S. LOHIA GIRLS COLLEGE**  
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**REPORT ON STARTUP**  
**THE SUCCESS STORY OF**  
**GOOGLE PAY**



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## FOUNDER OF G PAY



The founders of GOOGLE PAY is Sujith Narayanan and Sumit Gwalani. It is founded in September 11, 2015, and renewed on January 8, 2018.

**Sujith Narayanan** is the co-creator of Google Tez. Sujith is a veteran payments executive and has enviable experience in the domain of financial services. He also co-founded the neo-banking startup **EpiFi**.

**Sumit Gwalani** played an instrumental role alongside Sujith in starting EpiFi. He handled Google Tez's operations in India. Sumit spent 12 years at Google where he donned multiple hats.

## **INTRODUCTION**

Google Pay is a digital wallet platform and online payment system developed by Google to power in-app, online, and in-person contactless purchases on mobile devices, enabling users to make payments with Android phone ,tablets, or watches. Users in the United Stated and india can also use an IOS device, albeit with limited functionality. In addition to this,the service also supports passes such as coupons, boarding passes campus, boarding passes, campus ID cards, car keys, event tickets, movie tickets, public transportation tickets, storecards, and loyalty cards.

As of January 8, 2018, the old Android Pay and Google Wallet have unified into a single pay system called Google Pay. Android Pay was rebranded and renamed as Google Pay. It also took over the branding of Google Chrome's autofill feature.Google Pay adopts the features of both Android Pay and Google Wallet through its in-store, peer-to-peer, and online payments services.

## **CONCEPT**

Google Pay is a digital wallet and payment system. It lets you:

- Send and receive money
- Store your credit card and debit card information
- Use the information stored in your phone to pay for items in apps, online and in-person

The in-person option requires the merchant to support near field communication (NFC) or “contactless” payments. This is the same system used by EMV chip technology in credit cards, which is still somewhat new in the U.S., but “old hat” in other countries.

## **FINANCE**

### **Credit and Finance for**

**MSMEs:** MSME lender Aye

Finance has secured Rs 210 crores in its Series E round of funding. The investment was led by Google's private equity fund Capital while existing investors LGT Light stone,

Falcon Edge Capital, A91 Partners and MAJ Invest also participated. The latest round has taken Aye Finance's total equity funding so far to more than Rs 690 crores. Launched in 2014, the lender has disbursed Rs 3,000 crores to micro- enterprises so far and "has shown improving operating ratios in the first quarter of FY20-21," it said in a statement.



## **FUNDING**

Google Pay makes money through commissions it gets for transactions from companies or operators. For every transaction that you make using Google Pay, it gets a commission from the company. The Google Pay app is one of the platforms that allow digital transactions to the PM Cares Fund. The net donation amount made to the PM Cares Fund via the Google Pay app to date is Rs 1,24,84,92,307. ... Google will invest \$10 billion in India over the tenure of five years into various industries

## **MARKETING**

Google Pay lets your customers pay quickly and more securely using the payment methods saved to their Google Accounts. Plus, they can conveniently store your loyalty cards, offers, and more in the Android app, so you can build brand affinity and engage with them personally and more often.

Google's motto - "dominate and monetize" Google Pay's idea in this campaign is to dominate the market segment by gaining more users, engaging the users to make every online transaction through Google Pay.

## **SALE**

Google Pay is for business transaction. It makes transacting easy and sales more. Google Pay makes it easy to accept payments and connect with customers. That way, they can focus on what they do best. The Google Pay is a business app as it is simple, more secure way to accept payments, share offers, track sales, and more, without any extra fees.

## GOVERNMENT INCENTIVE

**Age Restrictions.** We must be 18 years of age or older, in order to use Google Pay.

**Territorial Restrictions.** To use Google Pay, you will need to be physically located in India when registering or linking your Google Account on Google Pay, have an Indian bank account and an Indian mobile number.

**BHIM UPI Services.** If we desire to use BHIM UPI to send or receive payments, we may use Google Pay to register with a BHIM UPI Payments System Provider partnered with Google and create our BHIM UPI user credentials, such as BHIM UPI ID (virtual payment address) and/or BHIM UPI PIN (MPIN) linked.