

10 MOST PROMISING STARTUPS IN RETAIL

These new ventures are enriching retail with their fresh ideas, business model and solutions and have all that it takes to become the Unicorns of tomorrow

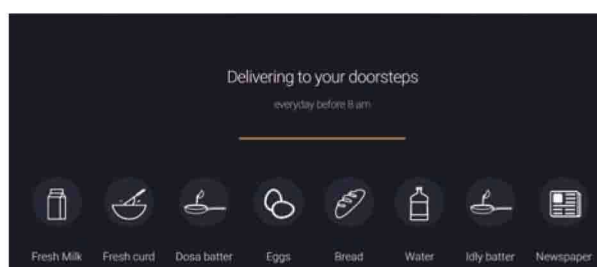
■ By Shiv Joshi

Thanks to startups, life is better today than ever before. We are able to find friends, network with people across the globe or search for information about anything or buy anything from anywhere. Google, facebook, twitter, whatsapp, and even the internet along with scores of other innovations have been possible because of new entrepreneurial ventures. “Startups have always been the engines of progress,” said prime minister of India Shri Narendra Modi in a speech, accurately summing up their contribution to our lives.

“The mega corporations of today were startups of yesterday. What is different now is that the digital age has created a fertile new environment for startups. This is a world in which you don’t grow by extracting resources, but by spreading an idea,” he said speaking about startups today.

True. Successful startups are nothing about a group of entrepreneurs who have been able to turn an idea into viable business. However, that’s not all there is to it. In addition to the idea, there are several elements that contribute to making the business click: the market, the timing, the business model, the funding, the marketing, the technology, the people, the determination, the discipline and the skill to adapt to changing environment, being some of them. Startups that fail at even one element, perish, while the others, grow.

Here’s a look at some startups that seem to have got all the elements right. They have been whetted by an expert panel of jury and shortlisted as being startups with most promise in retail.



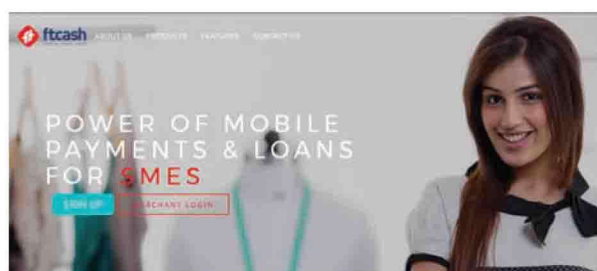
1. DAILY NINJA

Founders: Sagar Yarnalkar and Anurag Gupta

Based in: Bengaluru

Daily Ninja Delivery Services Pvt Ltd has an eponymous mobile app that delivers items of daily needs such as milk, bread, eggs, curd *dosa* batter, *paneer* and water cans between 5 am and 8 am on a subscription model. It currently operates only in Bengaluru.

Website: <http://dailyninja.in/>



2. FTCASH (NOMISMA MOBILE SOLUTIONS PVT LTD)

Founders: Sanjeev Chandak, Deepak Kothari, Vaibhav Lodha

Based in: Mumbai

ftcash is a fast growing financial technology venture which aims to empower micro-merchants and entrepreneurs with the power of cashless payments and loans only using a bank account and feature phone. ftcash aggregates all payment methods including credit/debit cards, net banking and mobile wallets to create an open platform for merchants to start accepting electronic payments in less than 5 minutes. In addition, the startup creates unique and proprietary transactional data which can be leveraged to provide institutional finance (loans) to these merchants.

Website: www.ftcash.com



3. GRABON

Founder: Ashok Reddy

Based in: Hyderabad

GrabOn is a bootstrapped startup in the coupons and deals space, helping Indian shoppers save big while shopping online. In the last year alone, GrabOn has helped users save over Rs100 crores while shopping online. GrabOn started with a team of 5 people back in 2013 and today, provides a seamless couponing experience to 7 crore across 450 odd Indian cities, with the best offers in various sectors from food to fashion, travel, recharge, electronics and more.

It has 2,000 clients and partnerships with the biggest online companies the likes of Uber, Paytm, Freecharge, Snapdeal, Flipkart, Jabong, Swiggy and Mobikwik.

Website: www.Grabon.in



4. OYE HAPPY

Founders: Harshvardhan Khemani, Varun Todi & Tulika (Investor & advisor)

Based in: Hyderabad

Oye happy calls itself the country's first surprise portal. It is a portal that help people make loved ones happy through delightful surprises. Be it an experience or a band showing up at the doorstep to sing happy birthday or call from a celebrity, Oye Happy delivers it all. It is currently operational in over 200 cities across the country and has partners in hospitality, aviation, talent management, as well as media houses and sports and celebrity management companies.



5. SENSEFORTH

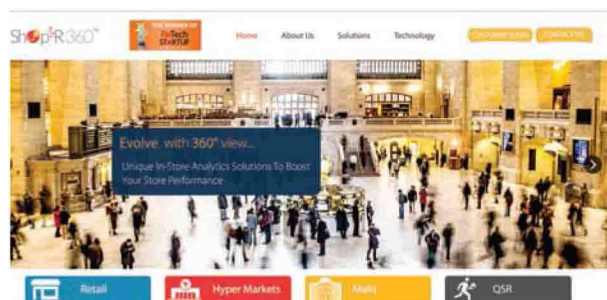
Founders: Krishna Kadiri (CEO), Somakumar Kolathur, Sreekumar P, Sridhar Marri (Advisors) & Ritesh Radhakrishnan (CTO)

Based in: Bengaluru

Senseforth helps create one-to-one conversations between people and enterprises through Artificial Intelligence. It claims to radically reduce support costs while creating an engaging experience for millenni-

als. The bots by Senseforth can address queries, resolve issues, perform tasks and even help customers shop. The startup offers several intelligent action bots ranging from chat bots, email bots, sales bots, marketing bots, offer bots, to pricing bots and analytics bots. Businesses deploy its bots to transform their external customer touch points and internal operational inter-sections.

Website: www.senseforth.com



6. SHOPR360

Founders: Rajul Tandon, Pranav Bhrujuwar

Based in: Noida

ShopR360 is an advanced business-based retail video analytics solution that leverages the existing CCTV infrastructure of a store to give actionable insights into “in-store” customer behaviour and conversions in the store. The solution is designed to cater to varied business intelligence requirements of both large and small retailers. It’s a Software-as-a-service (SaaS) cloud based solution for which retailers are charged per month per store. The charges varies depending on the size of the store, scope of services being covered and the duration of engagement.

Website: www.shopr360.com

7. SKINYOGA

Founders: Radhika, Jagriti and Deepika Choudhary

Based in: Ahmedabad

SkinYoga is a 100% natural, vegan and *halal* luxury skin care brand targeted at individuals across the globe. SkinYoga aims to create solutions for people



“There are a lot of players who are wanting to come into the fold of retail because retail is the last leg of economic activity. There are many, many opportunities for them but to me those startups are important that are thinking of truly new ways of addressing consumption needs.”

- KISHORE BIYANI, GROUP CEO,
FUTURE GROUP

who want to embrace a yogic lifestyle. The products are inspired from principles of Yoga. The products are completely dry which ensures that the ingredients active when one is ready to use the product. All one has to do is mix them with water.

SkinYoga retails to 29 countries including USA, UAE, Kuwait, UK and India through online and of-line channels.

Website: www.skinyoga.in

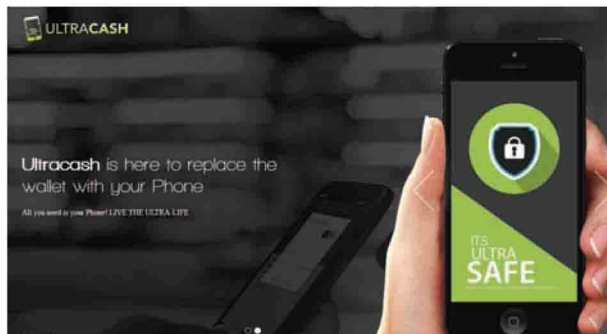


8. ULTRACASH TECHNOLOGIES PRIVATE LIMITED

Founders: Umesh Singhal & Vishal Lal

Based in: Bengaluru

Ultracash is a payment app that allows paying merchants, recharge for phone and DTH, pay for utilities from your bank accounts, credit card directly with a



single tap. It uses a secure, fast and reliable proximity data transfer technology at the merchants point of sale over the IMPS payment platform using Mobile Phones. It works with merchants on a commission model.

Website: <https://m.ultracash.com>

OTHER STARTUPS WHO HAVE IT IN THEM

- Fabex
- KAARYAH Lifestyle Solutions Pvt Ltd.
- Medinfi Healthcare Pvt Ltd
- Pretr
- Schuh Lifestyles Pvt Ltd
- Shoppingkart24 Online Services Pvt. Ltd.
- The Couch Potato
- Coitor IT Tech Private Limited
- Discover Dollar Technologies Pvt Ltd
- ePaisa
- Infinite Analytics
- InGage Technologies Pvt Ltd
- Mobmerry from Interaction One
- Sellerworx



9. UNIFORM REPUBLIC

Founders: Manish Kelshikar

Based in: Mumbai

An online uniform and coded apparel management services platform, UniformRepublic.com aggregates and manages a network of 'School/Corporate approved' Uniform Manufacturers/Sellers on its platform and enables respective parents and employees of an organisation to buy their uniforms online. It provides business opportunities to uniform manufacturers and sellers by providing them a sophisticated trading platform to service their existing clientele and acquire new business prospects through the marketplace.

Website: www.uniformrepublic.com



10. WASSUP LAUNDRY

Founders: R Balachandar & Durga Das

Based in: Chennai

Wassup is a leading on-demand laundry and dry cleaning service chain that was founded in 2011. Wassup is present in 50 stores across 8 cities and 14 territories, servicing over 3 lakh customers and has so far washed over 40 million pieces. Wassup launched India's first mobile app in laundry in 2012 and is listed among Global Services brands by Steve Dunn as a leader in the laundry space globally. Wassup is the only "Fully integrated Hybrid Omni Channel" player in the country.

Website: www.wassupondemand.com

