



Startup India Going Digital

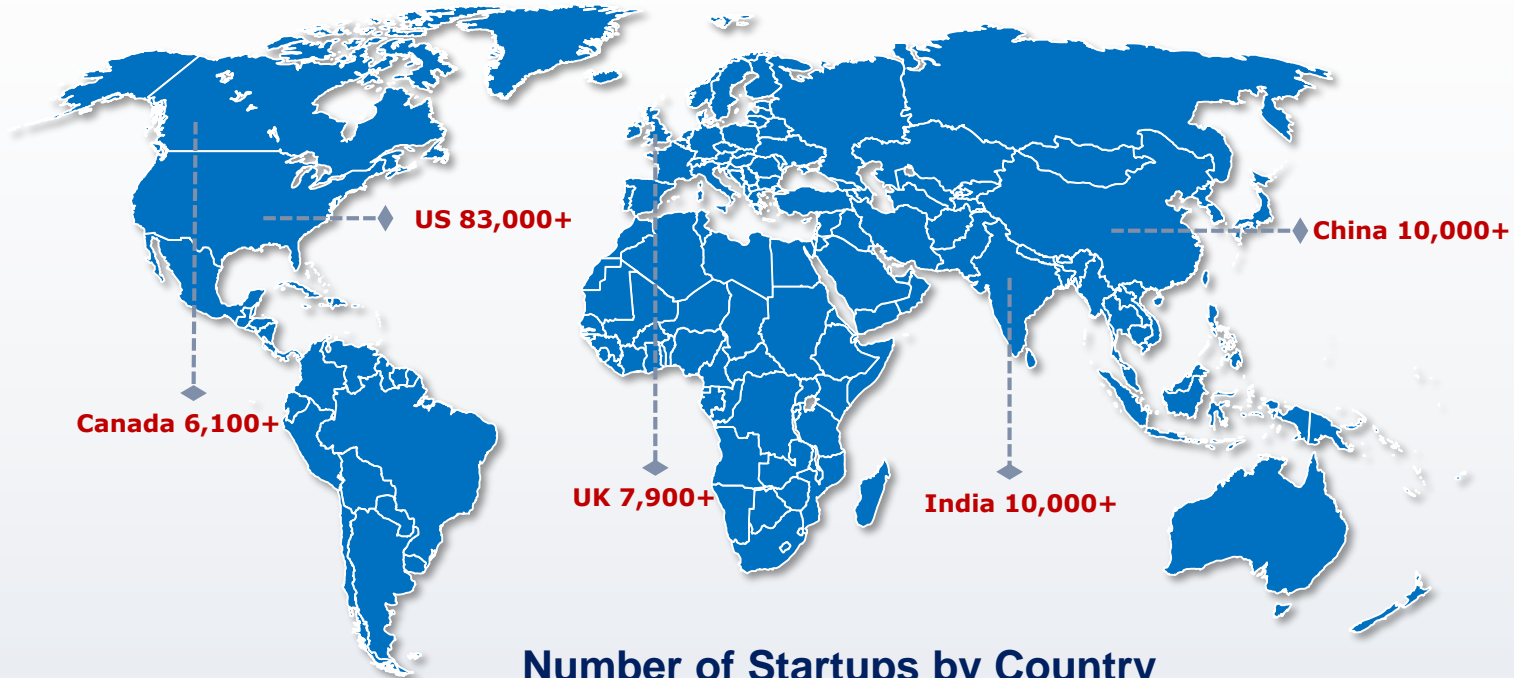
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Startups – Expanding At Global Level

India is Ranked Amongst the Leading Five Countries Across the Globe in Terms of Startups



Country	No. of Startups
Indonesia	1,082
Brazil	649
Spain	629

Country	No. of Startups
Germany	445
Italy	427
Nigeria	421



Startups in India

Total Startups in India

10,000+

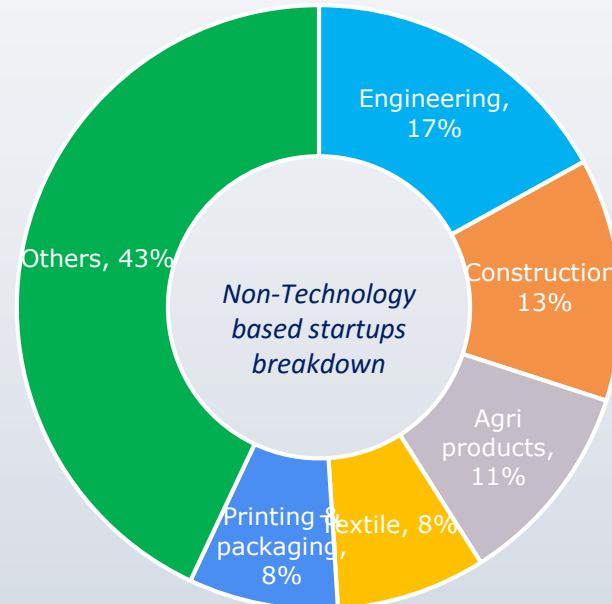
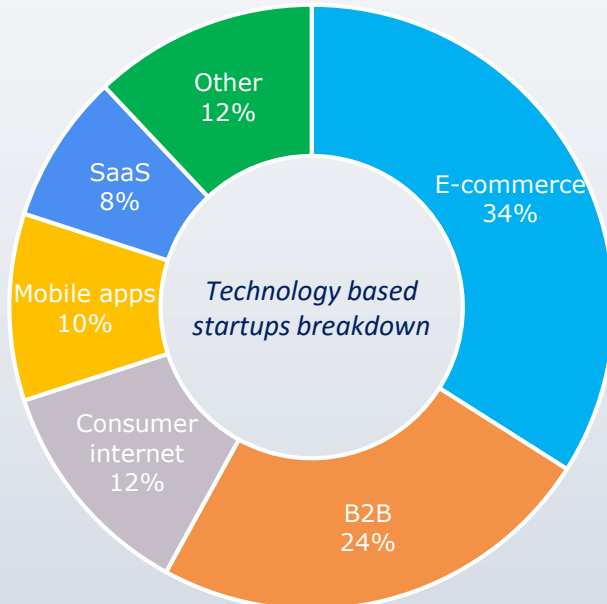
Technology based startups:

4,300

Non-Technology based startups:

5,700

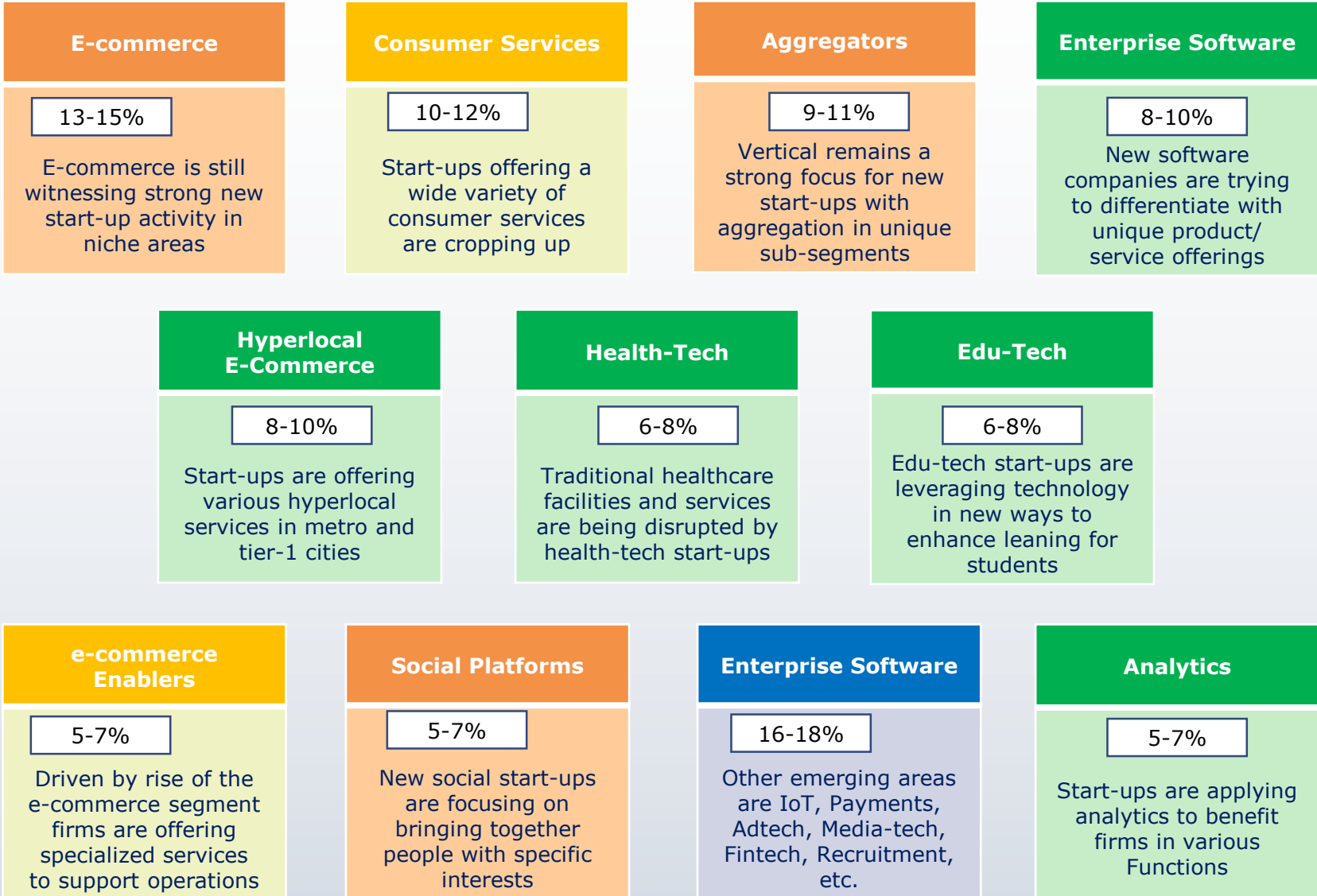
India is Ranked Amongst the Leading Five Countries Across the Globe in Terms of Startups. However, in terms of technology based startups The country has moved up to 3rd position and has the fastest growing base of start-ups worldwide...





Startups in India- By Segments

Startups in India- By Segments



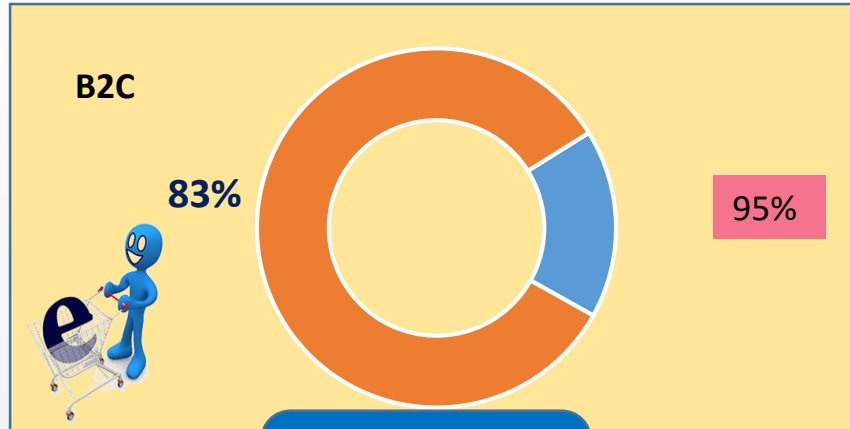


Startups in India- By Segments

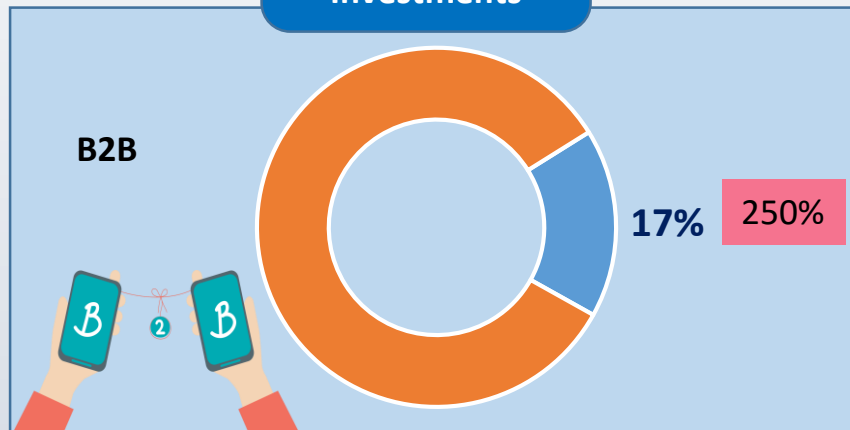
Focus Areas of Start-ups

Investment Split by Customer Segment (2015)

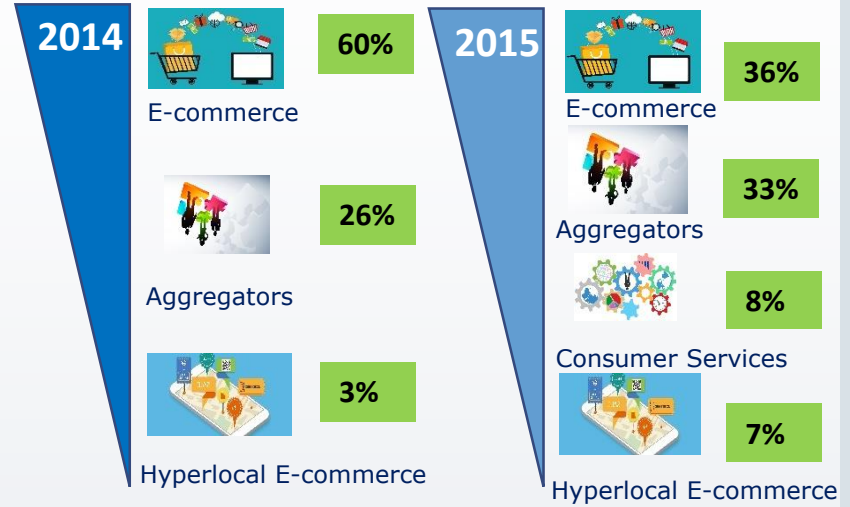
Investment Growth (2014-15)



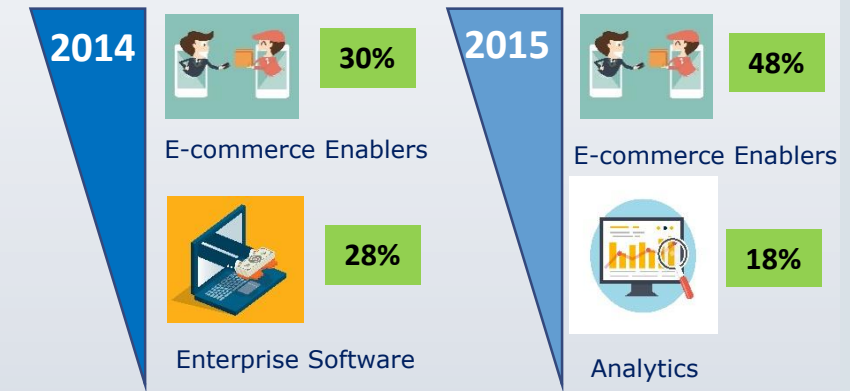
\$4.9 Billion Total Investments



Share of B2C Focused Investments



Share of B2B Focused Investments





Startups Drivers



Fastest growing economy



FDI norms



Rising middle class income



Growth in discretionary spending



Rising Internet Penetration

Startups Challenges



Multiple Clearance Requirement



Multi-Tax Existence (Octroi, VAT, Excise, ST)



Infrastructure in Tier II & III Cities



Stringent Exit Policies



Technological Risk



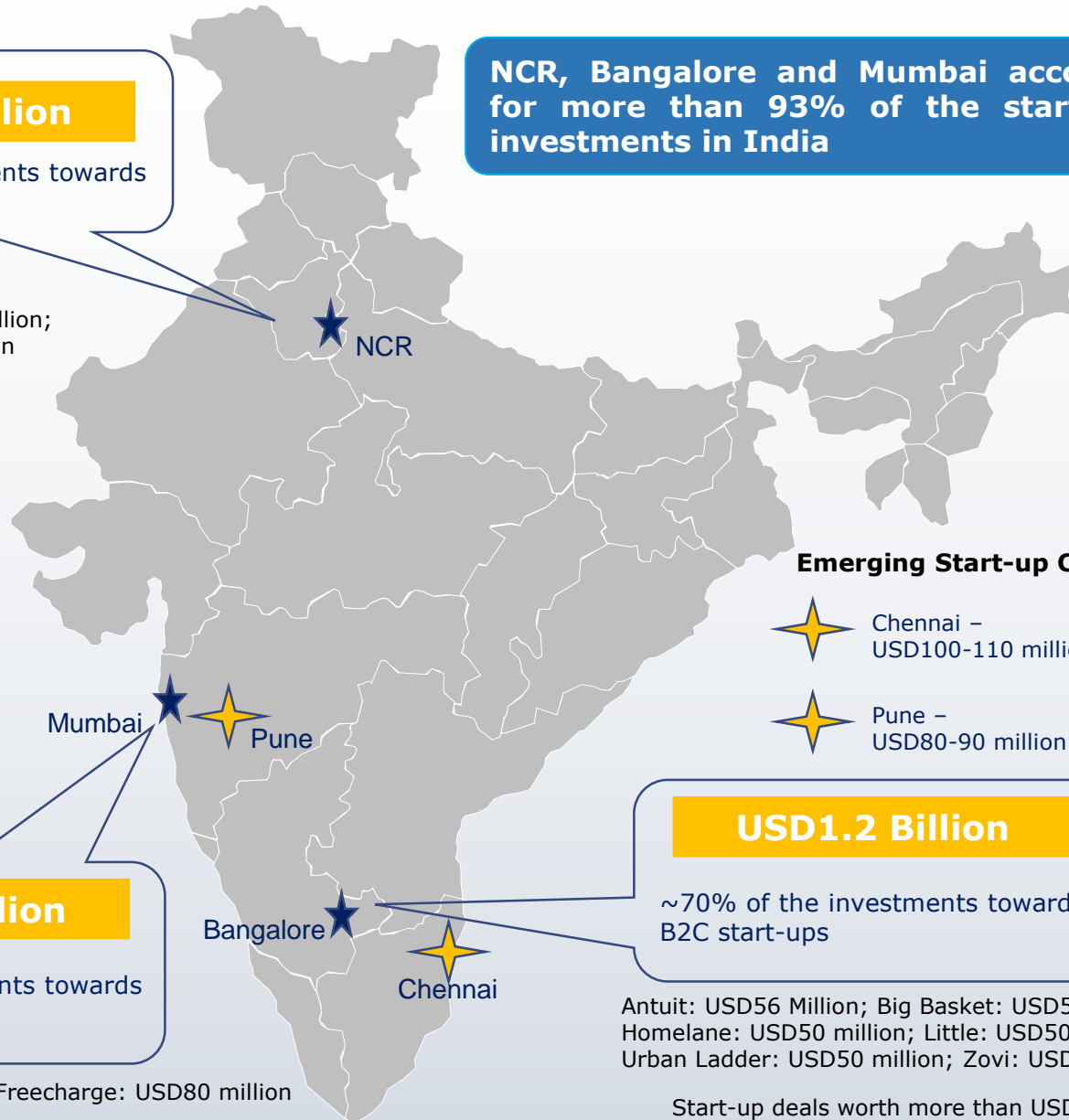
Start-Up Investments in India, By Location, 2015

USD2.3 Billion

~83% of the investments towards B2C start-ups

Paytm: USD680 Million;
Snapdeal: USD500 million
Ecom Express: USD133 million;
Oyo Rooms: USD100 million

NCR, Bangalore and Mumbai account for more than 93% of the start-up investments in India



USD1.1 Billion

~95% of the investments towards B2C start-ups

Ola Cabs: USD625 Million; Freecharge: USD80 million

Emerging Start-up Cities

★ Chennai – USD100-110 million

★ Pune – USD80-90 million

USD1.2 Billion

~70% of the investments towards B2C start-ups

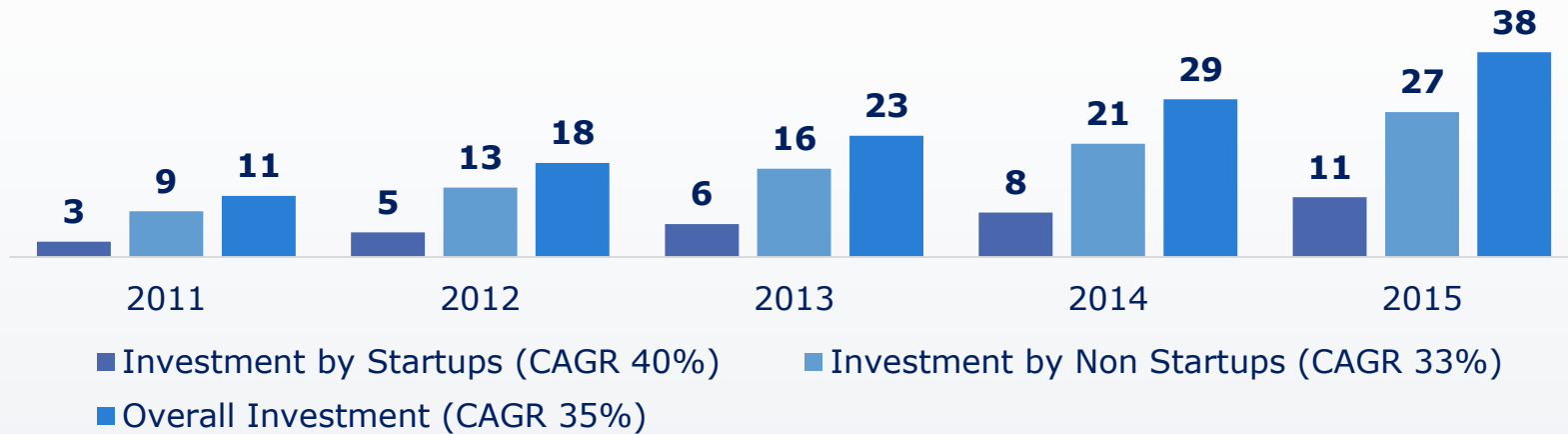
Antuit: USD56 Million; Big Basket: USD50 million
Homelane: USD50 million; Little: USD50 million
Urban Ladder: USD50 million; Zovi: USD50 million

Start-up deals worth more than USD50 million



Digital Marketing Investment

Investment on Digital Marketing, 2011-2015 (INR Billion)



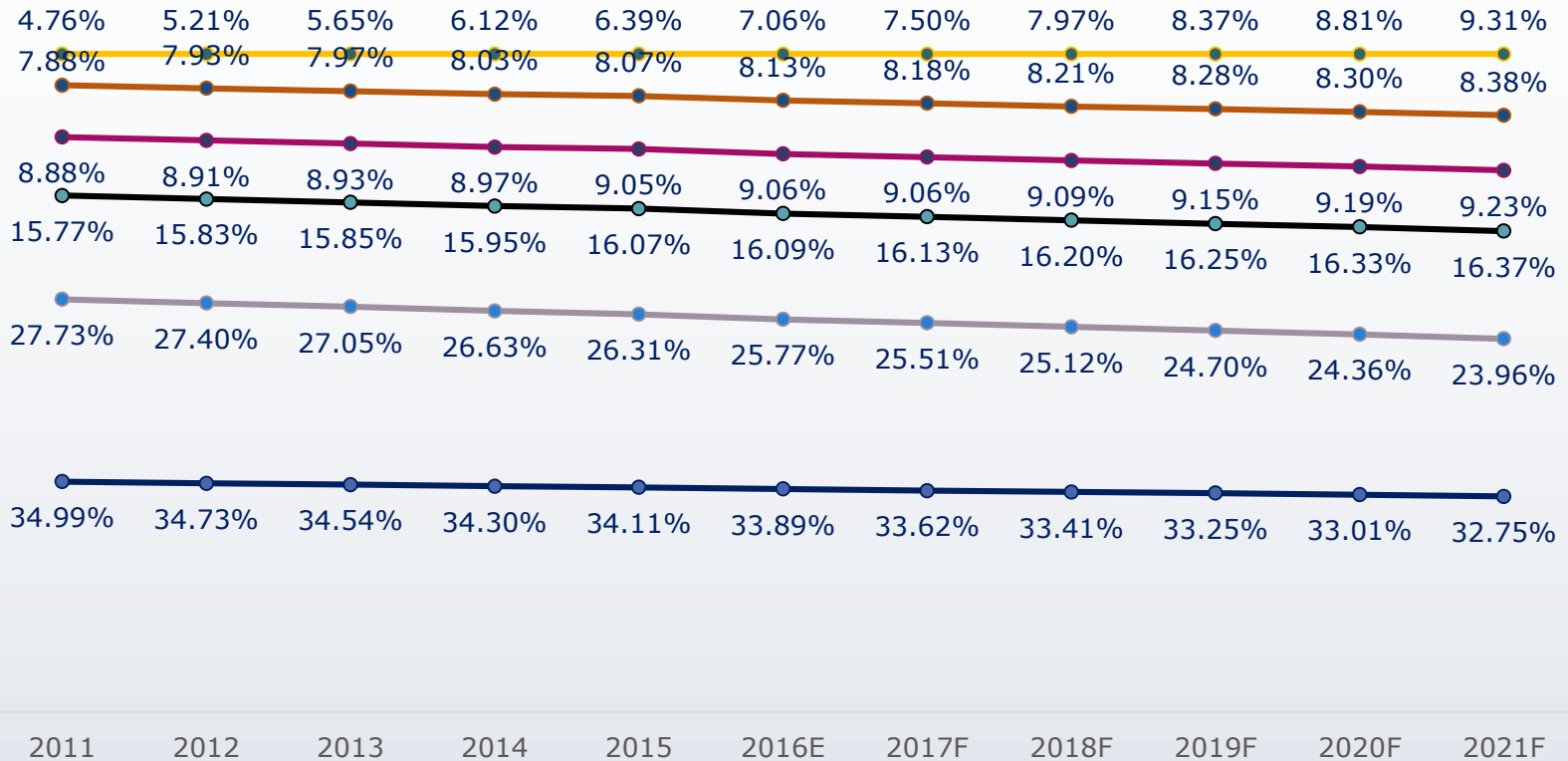
Investment on Digital Marketing, 2016E-2021F (INR Billion)





Digital Marketing Investment By Categories

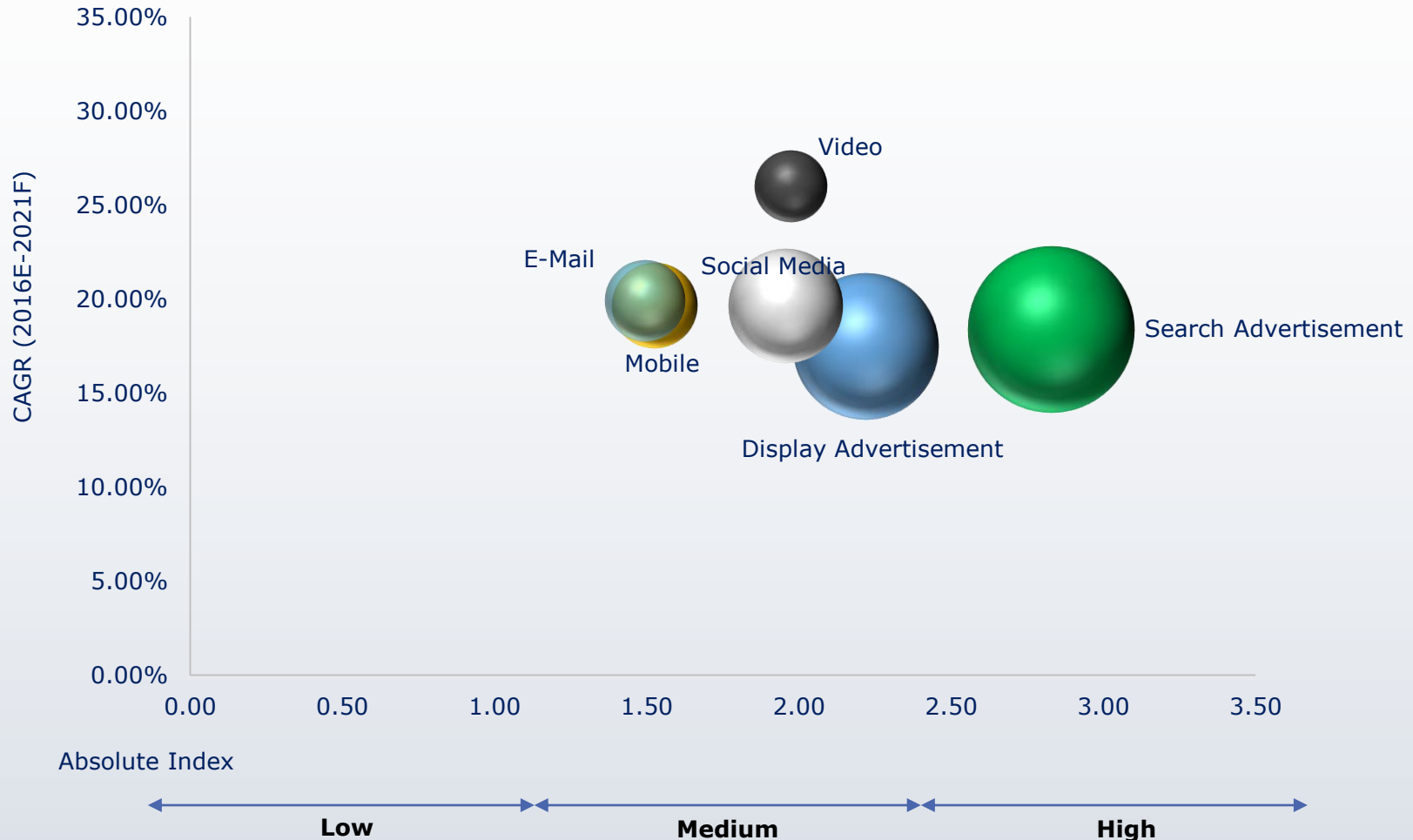
Investment on Various Categories of Digital Marketing by Startups



● Video ● Email ● Mobile ● Social Media ● Display Advertisement ● Search Advertisement

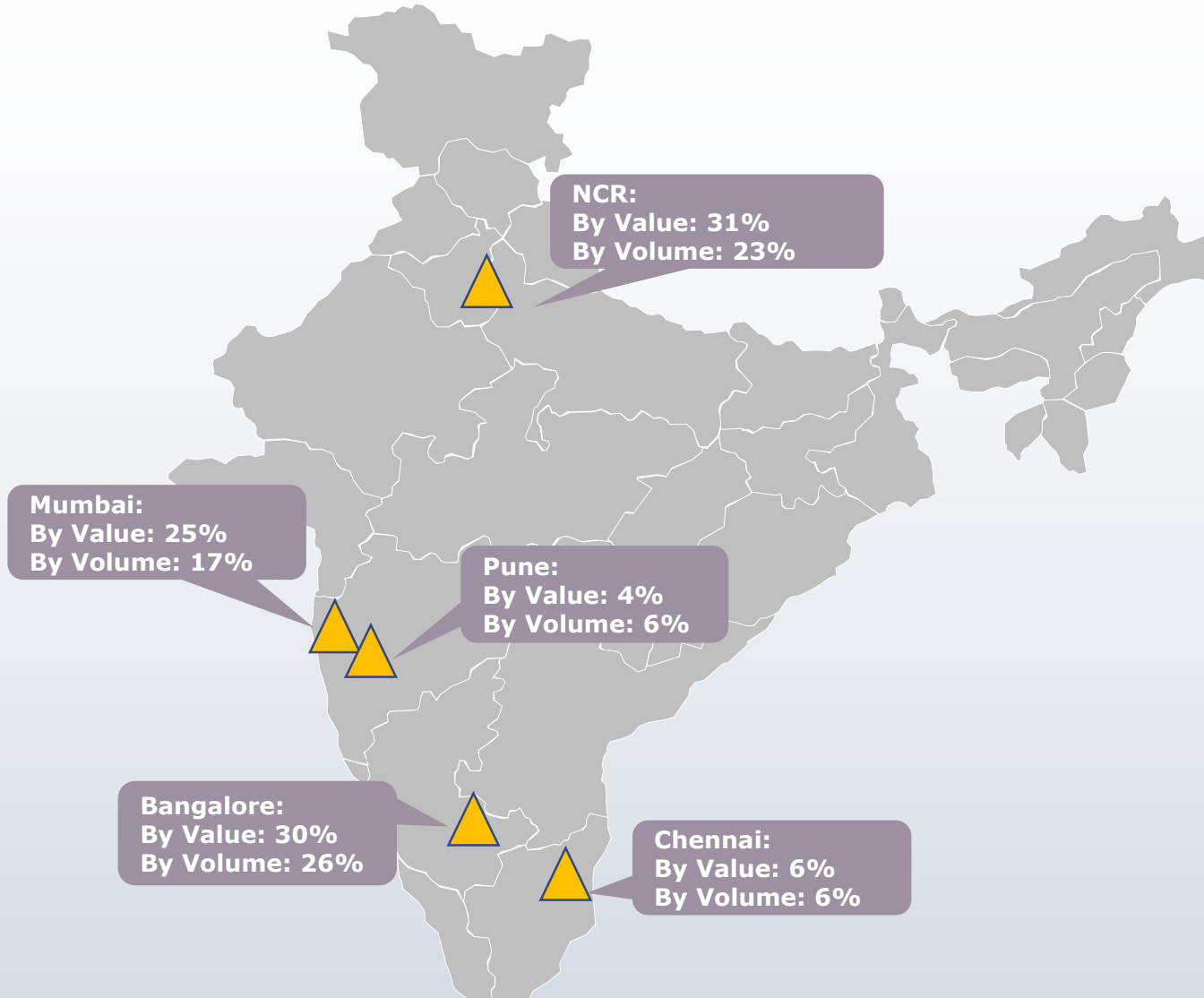


India Digital Marketing Investments Attractiveness Index, By Sector, By Value, 2015-2021F





Investment on Digital Marketing by Startups, By Region, 2015





Leading Digital Marketing Companies

Company
Pinstorm
Techshu
Reprise Media
Ogilvy PR
IStrat
K Web Maker
JWT
Rage
Avignyata Inc
Bcwebwise
Lowelintas
Digicliff
Webisdom
Ikf

Company
Ikf
Media2win
Brainwork Technologies
Emerchant Digital
BlueBit Systems
EveryMedia
iGenero
Webenza
Brainguru
Ralecon
Social Redirect
Digital Latte

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Echovme
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Cognus Technology Ltd
Bizsense digital
Interactive Avenues
Quasar
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Puretech Internet



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Related Reports:

India Mobile Wallet Market Forecast & Opportunities, 2020

India IOT Market Forecast & Opportunities, 2020

India Online Grocery Market Forecast and Opportunities, 2021

Partial List of Clients:



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