

LED BY



nasscom



BOOTSTRAP  
FOUNDATION



IVCA  
IVC ASSOCIATION  
PROMOTING ALTERNATE CAPITAL ECOSYSTEM

STARTUP

mahakumbh

BHARAT INNOVATES

PRESENTED BY



Efficient • Transparent • Inclusive

POWERED BY



zomato



# EVENT REPORT

SUPPORTED BY



## ORGANISING COMMITTEE



**Anjali Bansal**  
Founding Partner,  
Avaana Capital



**Archana Jahagirdar**  
Founder & Managing Partner,  
Rukam Capital



**Arvind Gupta**  
Head and Co-Founder,  
Digital India Foundation



**Debjani Ghosh**  
President,  
nasscom



**Deepak Sood**  
Secretary General,  
ASSOCHAM



**Madan Padaki**  
Founder & CEO, 1Bridge;  
President, TIE Bangalore



**Nithin Kamath**  
Founder & CEO,  
Zerodha and Rainmatter



**Pramod Bhasin**  
Founder, Genpact; Founder,  
Clix Capital Services; Chairman, ICRIER



**Prashanth Prakash**  
Founding Partner,  
Accel



**Rikant Pittie**  
Co-Founder,  
EaseMyTrip



**S Ramann**  
Chairman & Managing Director,  
Small Industries Development Bank of India (SIDBI)



**Sanjay Nayar**  
Sr. Vice President,  
ASSOCHAM



**Sanjeev Bikhchandani**  
Founder & Executive Vice Chairman,  
Info Edge

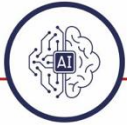


**Vikram Gupta**  
Founder & Managing Partner,  
IvyCap Ventures



**Vineet Rai**  
Founder & Chairman,  
Aavishkaar Group

## A PAVILION FOR EACH VERTICAL



### AI & SaaS

LEADS



**Umakant Soni**  
Chairman, AI Foundry, Co-Founder  
& Former Founding CEO, ARTIPARK



**Hari Balasubramanian**  
Angel Investor & Mentor



**Anagh Prasad**  
Investor, Accel India

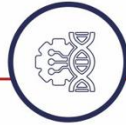


### Agritech

LEAD



**Vineet Rai**  
Founder & Chairman,  
Aavishkaar Group



### Biotech & Pharma

LEAD



**Taslimarif Saiyed**  
Director & CEO, C-Camp



### B2B & Manufacturing

LEADS



**Vidhya Ananthakrishnan**  
Chief of Staff, Accel



**Sarthak Singh**  
Investor, Accel India



### Climate Tech

LEADS



**Sanjay Nayar**  
Sr Vice President,  
ASSOCHAM



**Samir Shah**  
Managing Partner,  
Peak Sustainability



**Aakash Shah**  
Partner, Peak Sustainability Ventures



### Deep Tech

LEADS



**Debjani Ghosh**  
President, Nasscom



**Kritika Murugesan**  
Senior Director, Nasscom  
Deep Tech & Startups



**Sateesh Andra**  
Managing Director,  
Endiya Partners



**Hemendra Mathur**  
Partner,  
Bharat Innovation Fund



### D2C / Consumer / Platforms

LEAD



**Ankit Nagori**  
Founder, Curefoods



### Gaming & Esports

LEADS



**Rajan R Navani**  
Chairman & MD, Jetline Group of companies;  
Founder & CEO, JetSynthesis



**Girish Menon**  
Chief Strategy Officer,  
JetSynthesis



### Fintech

LEADS



**Pramod Bhasin**  
Founder, Genpact; Founder, Clix Capital Services;  
Chairman, ICHER



**Siddarth Pai**  
Founding Partner,  
CFO & ESG Officer, 3one4 Capital



**Sanjeev Kumar Gupta**  
CEO, Karnataka Digital  
Economy Mission



### Incubators/Accelerators

LEADS



**Poyini Bhatt**  
Former CEO, SNE IT Bombay  
& Startup Advisor



**Suresh Narasimha**  
MD, Co-Create Ventures



**Karthik Kittu**  
Chief of Staff to Chairman,  
Startup Karnataka



**Startup Mahakumbh**, India's largest and first-of-its-kind startup event held from **18th - 20th March 2024** at the iconic Bharat Mandapam & Pragati Maidan, registered record participation from the startup community across India. The event, designed to foster innovation and entrepreneurship across India, witnessed an unparalleled level of participation from leading investors, innovators and aspiring entrepreneurs.

Startup Mahakumbh was organized jointly by the collaborative efforts of ASSOCHAM, NASSCOM, Bootstrap Incubation & Advisory Foundation, TiE and Indian Venture and Alternate Capital Association (IVCA). It is supported by Invest India, Department for Promotion of Industry and Internal Trade (DPIIT) and MeitY Startup Hub (MSH).

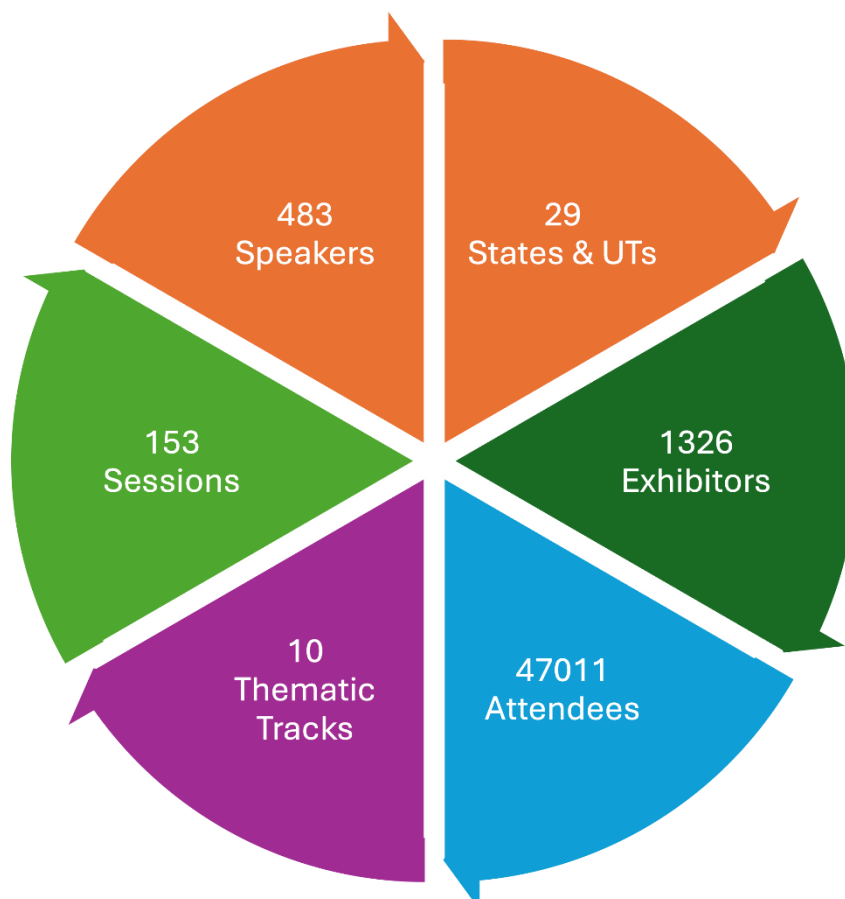
**Some of the highlights of the event are as follows:**

- Special Address by **Shri Narendra Modi**, Hon'ble Prime Minister of India was the star attraction of the event and **Shri Piyush Goyal**, Union Minister for Commerce and Industry; Consumer Affairs; Food & Public Distribution and Textiles also delivered insightful talk. **Smt. Anupriya Patel**, Union Minister of State for Commerce & Industry and **Shri Som Parkash**, Union Minister of State for Commerce & Industry too graced the occasion.
- Keynote addresses: Founders of Unicorns, Soonicorns and renowned Startups from across sectors, as well as Industry Captains, Thought Leaders, Policymakers addressed the gathering, sharing their perspectives on the critical role of startups play in India's economic growth and development.
- Thematic Pavilions: Startup Mahakumbh had focused thematic pavilions which were pulsating with a diverse array of activities like Exhibition Showcase, Conference sessions, Mentoring meetings and sessions, Pitch Presentations, B2B and Investor Meetings, Masterclasses, Workshops and so on, across 10 sectors including Deeptech, AI & SaaS, Fintech, Agritech, Biotech & Pharma, Climate Tech, Gaming & E-Sports, D2C, B2B & Manufacturing, and Incubators.
- Insightful Leadership Talks and Panel Discussions: Experts from diverse sectors engaged in thought-provoking discussions on a wide range of insightful topics on the future of Indian startups and the critical role they play in the country's economic growth.
- Actionable Workshops & Masterclasses: Attendees participated in practical Workshops and Masterclasses designed to equip them with the skills and knowledge necessary to thrive in the competitive startup world.
- Networking Opportunities: The event provided a unique platform for fostering connections between investors, entrepreneurs, and industry professionals, laying the groundwork for potential collaborations and partnerships.



- **Future Entrepreneurs:** With a focus on cultivating the entrepreneurial spirit, the event was attended by close to 5,000 young minds from educational institutes nationwide who have shown passion for entrepreneurship.
- **Exhibitions:** The comprehensive exhibition showcased innovative products and services developed by promising startups from across the country. Apart from Startups, the expo also included showcase of investors, unicorns, corporate and government agencies. This platform facilitated valuable interactions and potential collaborations between startups and investors.
- **Mentorship sessions:** Seasoned entrepreneurs and investors provided valuable mentorship to aspiring founders, equipping them with the knowledge and skills necessary to navigate the startup journey at mentorship clinics.
- **MeitY hosted a dedicated exhibition pavilion** featuring 42 startups under its umbrella, attracting thousands of entrepreneurs and tech enthusiasts. They also conducted Capacity Building Sessions, Masterclasses and a Fireside Chat Session attended by 100+ registered delegates.
- **The 4th Shanghai Cooperation Organisation (SCO) Startup Forum meet** was held on March 19th which brought together startups, government officials, and industry leaders to explore ways to create a more vibrant and interconnected regional startup ecosystem.

## EVENT HIGHLIGHTS



VISIT AND SPECIAL ADDRESS BY SHRI NARENDRA MODI, HON'BLE PRIME MINISTER OF INDIA









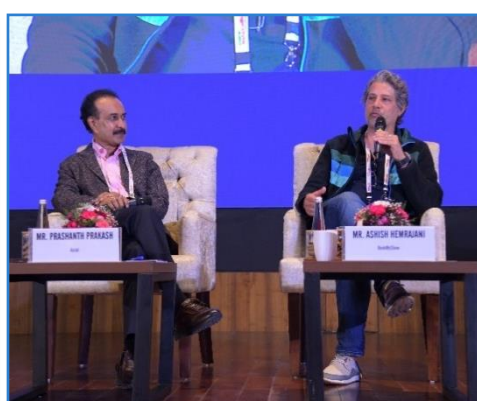
## INAUGURATION OF STARTUP MAHAKUMBH



The Inaugural Ceremony of **Startup Mahakumbh** took place at the iconic Bharat Mandapam on **18th March 2024**, marking the beginning of three days of insightful discussions and innovative showcases. Setting the tone for the event, an inaugural panel discussion centered on the Role of Startups in realizing the vision of Viksit Bharat was conducted. The session was moderated by **Shri Arvind Gupta**, Head & Co-founder of Digital India Foundation. The distinguished panel included stalwarts such as **Ms. Debjani Ghosh**, President of NASSCOM; **Shri Prashant Kumar Singh**, IAS, CEO of GeM, Ministry of Commerce & Industry, Government of India; **Shri Anil Kumar Sagar**, IAS, from the Department of IT, Government of Uttar Pradesh; **Shri Ranjan Anandan**, Managing Director of Peak XV Partners; and **Shri Rikant Pittie**, Co-founder of Easemytrip.

The Inaugural Address was delivered by **Shri Rajesh Kumar Singh**, IAS, Secretary of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, focusing on the theme of Unleashing Innovation: Strategies for Fostering Creativity and Disruption in Startups. This was followed by an insightful Inaugural Keynote delivered by **Shri Amitabh Kant**, G20 Sherpa and Former CEO of NITI Aayog, Government of India, focusing on the Indian Startup Ecosystem - The Next Decade. A engaging a Fireside Chat between **Shri Sanjeev Bikhchandani** of Info Edge & **Shri Deepinder Goyal** of Zomato was a highlight of the program. **Shri Satya Narayan Meena**, IRSSE, Addl. CEO & Chief Financial Officer of Government e-Marketplace (GeM) delivered the closing keynote.

## INAUGURAL PLENARY PROGRAMME



The Plenary Programme unfolded as two knowledge-packed days of insightful panels and keynotes, featuring eminent figures from the Indian Startup Ecosystem. Some of the highlight keynotes and fireside chats speakers from the plenary included - **Shri Kris Gopalakrishnan**, Axilor Ventures; **Shri Rajeev Singh Thakur**, Additional Secretary, DPIIT; **Shri Neeraj Aggarwal**, The Boston Consulting Group; **Ms. Falguni Nayar, Nykaa**; **Shri Peyush Bansal**, Lenskart;





**Shri Aman Gupta**, boAt Lifestyle; **Shri Gaurav Singh Kushwaha**, BlueStone; **Shri Vishal Dhupar**, NVIDIA; **Shri Bhavin Pandya**, Games 24x7; **Shri Ashish Hemrajani**, BookMyShow; **Dr. Ashok Jhunjhunwala**, IIT Madras; **Shri Harshil Mathur**, Razorpay; **Dr. Chintan Vaishnav**, Atal Innovation Mission.



Key plenary discussion topics included- The great Indian market opportunity; Food for Thought: Reimagining Indian Agriculture with Farmer as the Entrepreneur; Unicorn 2.0 - Adding the next trillion; Truly embracing AI Solutions; Emerging importance and urgency for climate solutions In India; From Local to National: Bharat Brands and the transformation of Indian Consumption; What makes great Boards great; Building from India & Selling to the world; Unlocking Potential: Initiatives at GeM and opportunities for startup; Charting Healthcare's Future: Innovations, Opportunities, and on ground Impact; Innovation in Fintech; Bold Philanthropy; Data as an asset for Financial Inclusion and more.





Some important launches and announcements were made during the plenary programme. JetSynthesys founder and CEO **Shri Rajan Navani** announced the second season of the Global e-Cricket Premier League (GEPL) at the Plenary. The announcement was made in the presence of **Shri Kris Gopalakrishnan**, Infosys Foundation & Axilor Ventures, **Shri Sanjeev Bikhchandani**, Infoedge, **Shri Ashish Hemrajani**, BookMyShow, **Ms. Archana Jahagirdar**, Bootstrap Foundation and **Shri Prashanth Prakash**, Accel.



Centre for Cellular and Molecular Platforms (C-Camp) also formally launched the 7th edition of the National Bio Entrepreneurship Competition at the hands of **Dr. Rajesh Gokhale**, Secretary, Department of Biotechnology (DBT) & Department of Science & Technology (DST), Government of India.



Another highlight of the Plenary Programme was the launch of a new programme I-Venture Immersive (IVI), led by I-Venture at the Indian School of Business (ISB). IVI is a world-class entrepreneurship programme designed for first-time entrepreneurs, where vision meets venture in an experiential, intense, transformative, 6-month, full-time, on-campus experience at ISB Hyderabad.



## EXHIBITION HIGHLIGHTS

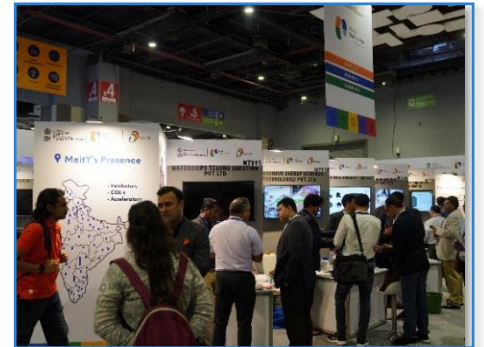


The exhibition was the perfect platform where startups showcased their innovative products, services and solutions to the startup ecosystem. Around 1324 exhibitors from different industry verticals participated and engaged with diverse audience of tech enthusiasts, investors and decision makers. Startups leveraged this opportunity to network, forge strategic partnerships and generate leads.

The exhibition Pavilion consisted of exhibitors from various sectors including DeepTech, AI & SaaS, Fintech, Agritech, Biotech & Pharma, Climate Tech, Gaming & E-Sports, D2C, B2B & Manufacturing, and Incubators.

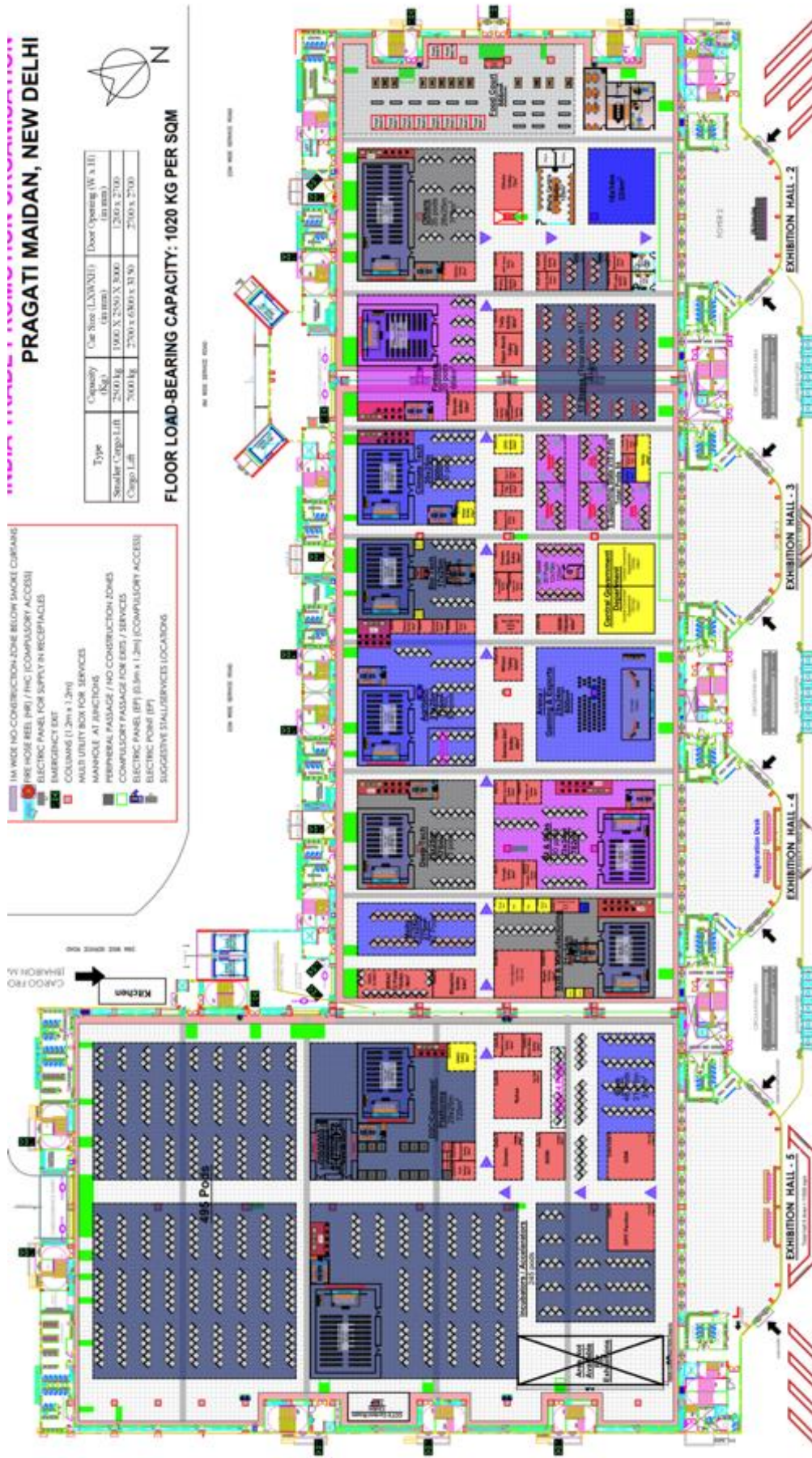








## EXHIBITION FLOORPLAN



## THEMATIC PAVILIONS

### AI & SAAS PAVILION



AI PARTNER



The pavilion saw more than 5,000 business visits spread across 38 stalls, showcasing a lively ecosystem and facilitating valuable connections spanning various industry sectors. Startups such as Arivihan.com, offering a personalized AI tutoring service for students, and Enkrypt.ai, specializing in security and privacy solutions for AI applications, exemplify the wide array of impactful products under development.

The Panelists extensively explored leveraging AI to boost developer productivity. Specialists underscored the importance of meticulously choosing AI solutions according to their functionality and appropriateness for particular tasks. With the industry evolving, a transition from a "scarcity mindset" to a more abundant approach to enterprise software is expected.

- **Umakant Soni**, Chairman, AI Foundry | Co-founder & former founding CEO, ARTPARK
- **Amitabh Nag**, Chief Executive Officer, Digital India Bhashini
- **Pankaj Bansal**, Co-founder and Group CEO, PeopleStrong
- **Naviya Singh**, Investment Professional, Capital2B
- **Anagh Prasad**, Investor, Accel India
- **Abhishek Singh**, Investment professional, Riverwalk Holdings





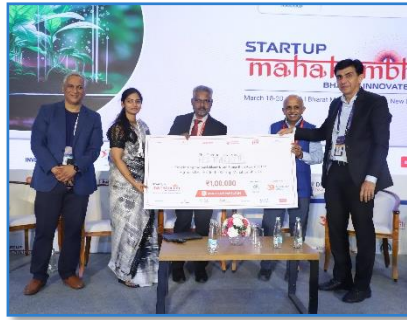


### Highlight of the pavilion:

- **Keynotes and Masterclasses:** Industry leaders like **Zoho founder Shri Sridhar Vembu** and **Factors.ai founder Shri Srikanth Velamakanni** shared their visions for the future of AI.
- **Investment Landscape: Reverse Pitch and Active Engagement:** The presence of **11 leading Venture Capital firms (VCs)**, including **Google Ventures** and **Accel**, during the reverse pitch session underscores the strong investor interest in the Indian AI sector.
- With **over 50 daily business visits per stall**, the pavilion facilitated crucial interactions and potential partnerships, paving the way for future growth and investment.







The Agritech Pavilion at the Startup Mahakumbh themed “**Udyami Kisan**” celebrated the entrepreneurial spirit of Indian farmers, showcasing their resilience, innovation, and dedication to feeding the nation. Over three days, the event aimed to facilitate meaningful connections and foster innovative partnerships within the agricultural ecosystem. Highlighting 51 Agritech startups leading agricultural innovation in India, the event also featured over 500 investor connections with funds such as Aavishkaar Capital, Bharat Agri, Omnivore, and others. Additionally, 14 young entrepreneurs from Ghazipur, UP, presented their business ideas to investors and engaged in activities during the event's second and third days.

This pavilion witnessed some prominent speakers highlighting the opportunities and addressing some pressing issues:

- **R. Anand**, CGM, NABARD
- **Bhavesh Jatania**, Head- Startup Banking, IDFC First Bank
- **Shaji K V**, Chairman, National Bank for Agriculture and Rural Development
- **Vikas Bali**, CEO, Intellectap, part of the Aavishkaar Group.
- **T. V. Mohandas Pai**, Chairperson, Manipal Global Education
- **Vineet Rai**, Founder & Chairman, Aavishkaar Group
- **Ajeet Chahal**, Vice President - Heading Commercial Key Accounts and Alternate Business Models for India, Bangladesh and Sri Lanka (IBSL), Bayer

### Highlights of Agritech pavilion:

- **Immersive Master classes:** Acing products for Rural India and Fundraising for Entrepreneurs
- **Speed-dating session:** Aimed at maximizing interactions and fostering potential partnerships
- **Best Pod Competition:** A People's Choice competition was organized amongst the 51 showcasing pods.
- **Agritech Pitch- Off Challenge:** 15 startups were selected out via a lucky draw of the 67 registered entries.
- **Pitch by Aavishkaar Foundation's Young Entrepreneurs:** where 14 young entrepreneurs from 4 colleges of Ghazipur attended the Startup Mahakumbh





## BIOTECH & PHARMA PAVILION



The Biotech & Pharma Pavilion showcased cutting-edge technologies from various regions across the country, serving as a hub for knowledge exchange and collaboration. Beyond the technological displays, the pavilion featured a diverse range of activities. Renowned keynote speakers from the industry shared their insights, offering a comprehensive view of both the present landscape and future directions. Interactive discussions facilitated meaningful discourse, enabling participants to explore key topics in depth. Additionally, masterclasses conducted by experienced experts in the Biotech & Pharma sectors provided attendees with valuable learning opportunities.

Some notable speakers who shared their views in up scaling biotech & pharma in India were:

- **Prof. Vijay Chandru**, Hon. Visiting Professor, NCBS, Co-founder, Strand Lifesciences
- **Dr. Taslimarif Saiyed**, CEO & Director, C-CAMP
- **Dr. Jitendra Kumar**, Managing Director, BIRAC
- **Krishna Mohan Puvvada**, Regional President - Middle East, India, and Africa, Novonesis
- **Guhesh Ramanathan**, CEO, IIM Visakhapatnam FIELD





### Highlights of the pavilion:

- The pavilion curated an engaging stage specifically tailored for students with assistance from two companies Genotypic Technologies and Foldscope Instruments.
- The 7th edition of the National Bio Entrepreneurship Competition (#NBEC2024) was officially launched at Bharat Mandapam with great pomp. The inauguration ceremony was graced by **Dr. Rajesh Gokhale**, Secretary of the Department of Biotechnology (DBT), India, and **Dr. Taslimarif Saiyed**, Director and CEO of C-CAMP. NBEC2024, a premier initiative, provided a platform for budding entrepreneurs in the biotech field, with C-CAMP playing a central role in fostering and backing their endeavors.
- The competition offered lucrative opportunities, including cash prizes, investment opportunities of up to 15 crore INR, and mentorship access to industry leaders, making it an invaluable launchpad for bio-ventures.







This Pavilion was dedicated to exploring the strategic imperatives and cutting-edge innovations driving transformation in B2B and manufacturing enterprises. The Conference commenced with focused sessions delving into B2B strategy, manufacturing advancements, and corporate governance best practices. These sessions provided actionable insights, practical tips, and real-world case studies, equipping both startups and established businesses to excel in the dynamic B2B landscape. Alongside the enlightening conference sessions, the B2B and Manufacturing Pavilion hosted a vibrant exhibition spotlighting innovative startups showcasing their products, solutions, and technologies.



Some industry stalwarts and thought leaders, who shared their views at the event were:

- **Utham Gowda**, Founder, Captain Fresh
- **Arjun Upmanyu**, Partner, Bain & company
- **Aaditya Sharadha**, Founder, Infra.market
- **Amit Jhunjhunwala**, CFO, Accel
- **Ankit**, CFO, Zetwerks
- **Anto Alan**, Head of Business Banking, IDFC First
- **Saahil Goel**, Founder, ShipRocket

### Highlights of the pavilion:

- The B2B & Manufacturing pavilion had an impressive roster of 15+ speakers, 8 panel sessions/keynotes, and multiple common workshops on working capital management, evolution of your B2B brand, Building GTM strategies etc
- Over 300+ interactions were had between the speakers and ecosystem participants, and 5,000+ interactions between exhibitors and prospective customers, dealers, investors, corporate and government representatives.
- 200+ investor interactions between B2B & Manufacturing founders and VCs, Incubators, early-stage investors, including Accel, Nexus, Lightspeed, Evolve, and incubators such as IIT Mandi, IIT Madras, IIT Bombay, CIIE, amongst others.





**CLIMATE TECH  
PAVILION**



The Climate Pavilion featured an impressive line-up of over 50 speakers, presenting 15 panel sessions and keynotes, along with two workshops focusing on alternative protein and water, hosted by Good Food Institute and respectively. More than 600 interactions occurred between the speakers and participants within the ecosystem, and over 10,000 interactions took place between exhibitors in the Climate Pavilion and potential customers, investors, corporations, and government representatives.

Some notable speakers at the Climate Tech Pavilion were:

- **Hitesh Doshi**, Chairman and Managing Director, Waaree Energie
- **Puneet Dalmia**, Vice Chairman, Arvind
- **George Menezes**, Advisor - Sustainability, Godrej & Boyce
- **Gurdeep Singh**, Chairman and Managing Director, NTPCL
- **Subodh Kumar**, Former Executive, Indian Oil Corp



### Highlight of the pavilion:

- **MoU Signing:** Peak Sustainability Ventures signed a MoU with IIT Mandi to collaborate on identifying and developing solutions for solar panel recycling and other related technologies.
- **Keynote Addresses:** **Gurdeep Singh**, Chairman and Managing Director of NTPC, gave a keynote address on Meeting India's Energy Demand. **Samir Shah**, Managing Partner, Peak Sustainability Ventures, gave a keynote address on Scaling Climate Technologies in India.
- **Pitch Competition:** Climate Pavilion hosted a Pitch Competition, wherein 10 climate-focused startups pitched to a panel of 5 judges, with innovations across energy, alt-protein, water, solar, alt-materials, green buildings, and other areas. The winner – Banofi Leather - received a cash grant from Peak Sustainability Ventures and mentorship, ecosystem connections and support from Peak Sustainability Ventures.







The conference served as a gathering point for researchers, entrepreneurs, investors, and policymakers, converging to deliberate on the pivotal challenges and prospects inherent in deep tech advancement in India. Through fostering collaboration and knowledge exchange, the event propelled discussions centered on strengthening the bedrock of deep tech research within the nation. Additionally, strategies for effectively commercializing deep tech innovations were deliberated upon, alongside initiatives aimed at attracting patient capital and investments to bolster deep tech startups. Furthermore, there was a concerted effort to promote the cultivation of a skilled workforce proficient in deep tech domains.



Some key stakeholders in the Deep Tech pavilion were:

- **Dr. Vibha Malhotra**, Scientist 'H' and Head, Tech Management Directorate CSIR, GoI
- **Jeet Vijay**, CEO, MeitY Startup Hub
- **Subrat Panda**, Chief Technology Officer, AGNEXT
- **Ravi Chhabria**, Managing Director, NetApp
- **Padmaja Ruparel**, Founding Partner, Indian Angel Network
- **Amitabh Nag**, CEO, Digital India Bhashini Division
- **Prof. Surya S. Durbha**, Professor and Head, CSRE-IITB
- **Abhi Deshmukh**, CTO, iHub Anubhuti-IIITD Foundation
- **Sunil Gupta**, CEO, QNu labs
- **Aakrit Vaish**, CEO, Haptik

### Highlights of the pavilion:

- **39 high-potential deeptech startups** were selected from a pool of over 160 applicants: These startups showcased their groundbreaking solutions, attracting significant interest from the investor and industry leaders.
- **Over 289 curated meetings** were facilitated between **30 deeptech startups** and **29 investors and corporates**.
- **Pavilion facilitated about 7 potential leads for each startup** - This provided a valuable platform for startups to secure funding and forge strategic partnerships.
- **Deep Tech for India's Needs:** The conference highlighted the potential of deep tech to address national challenges and promote economic and technological independence. Specific areas like language processing were explored for their societal impact.





**D2C / CONSUMER /  
PLATFORMS  
PAVILION**



The D2C Pavilion brought together innovators, VCs, business model creators, business coaches, and successful founders to discuss innovative trends and recount their success stories. The keynotes, panel discussions, and master classes delved into topics like crafting impactful brands, building high-growth teams, GTM strategies, and tactics to operate and scale your startups, and so on. Innovative D2C brands showcased their products and services in the vibrant Exhibition arena.

This pavilion witnessed some prominent speakers from D2C space and shared their journey at Startup Mahakumbh:

- **Vishal Jindal**, Founder & Co-CEO, Biryani by Kilo
- **Binod Homagai**, Co-founder, Wow Momo
- **Shivani Poddar**, Co - Founder and CEO, Faballey
- **Saumya Misra**, Founder, Avataar Skincare Technologies
- **Mohit Sadaani**, Co - Founder, The Moms Co.



### Highlights of the pavilion:

- The D2C Pavilion had an impressive roster of 15+ speakers across 4 panel sessions and 1 workshop which was hosted by Flipkart.
- Over 35 promising startups and unicorns exhibited their offerings leading to 300+ investor conversations and 5000+ interactions between exhibitors and potential customers.
- The D2C food startups in the food court did over 15000 transactions over a three day period. In addition to that, Over 500+ interactions were had between the speakers and ecosystem participants.







The Mahakumbh Gaming Pavilion event was a notable triumph, demonstrating the vitality and promise of India's gaming and esports sector. Through compelling panel discussions, exciting tournaments, and enlightening masterclasses, the event made a lasting impact on attendees, igniting a sense of enthusiasm and potential within the gaming community. It epitomized innovation and cooperation, laying the groundwork for future initiatives in the gaming and esports realm.

Notable speakers, shared their views on the rising career opportunities in this sector.

- **Siddharth Deshmukh**, Head of Revenue, Global e-Cricket Premier League (GEPL)
- **Anuj Mankar**, CEO, Nautilus Mobile App Pvt.
- **Krishna Daswani**, Creative & Content Head, JetSynthesys, Pvt. Limited
- **Rohit Potphode**, CEO & League Commissioner of GEPL and President of Esports, JetSynthesys and Global e-Cricket Premier League (GEPL)
- **Girish Menon**, Chief Strategy Officer, JetSynthesys, Pvt. Limited

### Highlights of Gaming & Esports pavilion:

- The World's largest franchise-based e-cricket and entertainment league, Global e-Cricket Premier League (GEPL) Season 2, was kick started by **Shri Rajan Navani** and **Shri Kris Gopalakrishnan** in the presence of **Shri Piyush Goyal**, Union Minister of Commerce and Industry.
- masterclass delved deep into the topic of the gaming ecosystem and its vast array of opportunities.
- Exclusive esports live Real Cricket 24 Tournament and Sachin Saga Open Tournament was held.





**FINTECH  
PAVILION**



LED BY

**ZERODHA**



With the rapid advancement of technology and a burgeoning digital ecosystem, the fintech pavilion at the Startup Mahakumbh was poised to showcase ground-breaking innovations and transformative solutions revolutionizing the financial sector. Here attendees experienced the largest congregation of fintech startups showcasing ground-breaking digital solutions, complemented by captivating keynote speeches and insightful panel discussions. Esteemed experts and prominent leaders from the fintech sector convened to advocate for the advancement of a robust infrastructure that facilitates seamless payments and enhances other financial services.

Noteworthy speakers from this sector discussed on the opportunities fintech in India were:

- **Pramod Bhasin**, Chairman, Clix Capital
- **Bhaves K Jatania**, Head, Startup Banking, IDFC FIRST Bank
- **Ashish Gupta**, Senior Vice President and Regional Head- New Economy Group, Axis Bank
- **Dinesh Pai**, Head, Rainmatter Investments, Zerodha and Rainmatter
- **Vijeth Pandit**, Senior Director – Product, Razorpay
- **Mohit Mehra**, Vice President - Payments & Primary Markets, Zerodha





### Highlights of the pavilion:

- The pavilion showcased state-of-the-art technologies reshaping the financial landscape, providing attendees with a glimpse into the future of fintech.
- Networking Opportunities: The pavilion served as a hub for networking, bringing together fintech entrepreneurs, investors, policymakers, and industry experts to foster collaborations and partnerships.
- Startup Showcases: Startups had the opportunity to showcase their innovative products and solutions, gaining exposure to potential investors, customers, and partners.
- Panel Discussions and Keynote Addresses: Distinguished speakers from the fintech industry shared their expertise and insights through panel discussions and keynote addresses, providing attendees with thought-provoking discussions on the future of finance.







Invitations were extended to incubators representing 20 different states, with an average of three startups from each incubator participating. Uttar Pradesh led in participation with 52 attendees, while Mizoram, Sikkim, Odisha, and Puducherry had one representative each, indicating the lowest levels of participation.



### Highlight of the pavilion:

**Startups:** Startups were extended invitations through various channels including incubators, AIM, DST, MEYTI, Ministry of Education, Ministry of Biotechnology, and DPIIT. Nominated startups hailed from 19 different states.

**Roundtable:** Roundtables chaired by **Dr. Chintan Vaishnav, Smt. Poyini Bhatt, Shri. Suresh Narasimha, Shri Karthik Kittu, Dipan Sahu**, Assistant Innovation Director at MoE IIC, aimed to foster connections between the government and startups.

**Master Classes:** Highlighting the importance of cultivating an environment conducive to innovation.

**Poster Challenge for incubators:** There were a total of 52 entries, all of which were judged, and 15 were displayed.

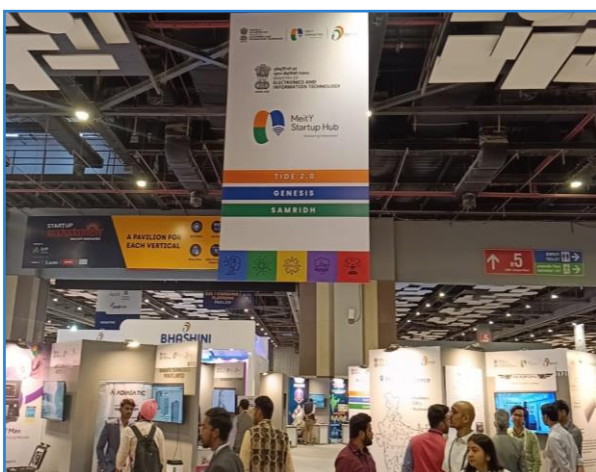
**One-to-one connect:** The aim was to facilitate connections between startups and mentors, as well as angel investors, to enable them to pitch their ideas, products, or services and receive feedback. 180+ Such Connects were facilitated.





## MeitY PROGRAMME AND PAVILION

MeitY hosted a dedicated exhibition pavilion featuring 42 startups under its umbrella, attracting thousands of entrepreneurs and tech enthusiasts. This pavilion attracted thousands of entrepreneurs and tech enthusiasts, providing a platform for these startups to showcase their innovations and interact with a diverse audience.









## MeitY Knowledge Sessions

MeitY conducted knowledge sessions which included engaging Capacity Building Programs, Masterclasses and Fireside Chat with Industry Leaders which empowered startup attendees with the opportunity to expand their horizons. More than 100 delegates registered for the event which facilitated valuable discussions, insights, and learning opportunities, contributing to the overall success and impact of the event.

## MeitY Capacity Building Programs

- Session 1: Incubators Masterclass
- Session 2: Startups Masterclass and Unicorn Session

## Fireside Chat

**Moderator: Jitendra Vijay, CEO MeitY Startup Hub**

- **Sandeep Agarwal** Founder and CEO, Droom and Shopclues
- **Dilsher Malhi** Founder and CEO Zupee



## 4<sup>TH</sup> SHANGHAI COOPERATION ORGANISATION (SCO) STARTUP FORUM

The Shanghai Cooperation Organisation (SCO) is a significant initiative in fostering innovation and collaboration among startups across its member states. The 4th SCO Startup Forum was held in New Delhi on March 19, 2024 at the Startup Mahakumbh Event, which brought together startups, government officials, and industry leaders to explore ways to create a more vibrant and interconnected regional startup ecosystem.

The fourth edition of the Shanghai Cooperation Organisation (SCO) Startup Forum was organized on 19th March 2024 in New Delhi. The initiative focused on broadening startup interactions among the SCO Member States, fostering an environment conducive to innovation, promoting job creation, and inspiring young talent to develop innovative solutions.

The plenary session of the forum witnessed physical participation from SCO Member States including a delegation of SCO startups, nodal agencies for startups at the Member States, senior government officials and diplomats. **Shri Rajesh Kumar Singh**, IAS, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry delivered the keynote address highlighting the role of the Startup ecosystem in boosting the economy of a nation. Joint Secretary, DPIIT, **Shri Sanjiv** addressed the delegation about India's startup journey and initiatives for promoting startups by the Government of India.



A showcase opportunity at the SCO Pavilion was provided where over 15 SCO startups showed their products and services. The showcase provided networking opportunities designed to inspire, educate, and empower these entrepreneurs. In addition, the delegates also attended a workshop conducted by Startup India on 'Establishing a Seed Fund: A Strategic Approach to Fostering Innovation and Entrepreneurship'. The workshop included an interactive session to understand various models of setting up seed funds to support early-stage startups. The workshop provided participants with comprehensive insights into the strategic planning and execution involved in setting up a seed fund.





All Member States agreed to create a Special Working Group for Startups and Innovation (SWG) at the Summit of SCO Heads of State in Samarkand, Uzbekistan on 16th September 2022. Given the importance of innovation and entrepreneurship in driving and diversifying an economy, India had proposed this initiative in 2020 to create a new pillar of cooperation between the SCO Member States. The SWG was created with the vision of fostering collaboration among SCO Member States, to not only benefit the startup ecosystem, but also accelerate regional economic development. In 2023, after multiple rounds of meetings chaired by DPIIT, the Member States decided to approve and adopt the Regulations of the SWG to be permanently chaired by India in SCO.



DPIIT has organised various initiatives for the startup ecosystems. By leading such engagements, India undertook an opportunity to expand the innovation footprint, knitting the whole ecosystem together and inspiring other SCO Member States to take up similar programs. The startup engagements are organised by India with the objective of empowering the local startup ecosystems in the SCO Member States and providing value to startups through mentoring and enabling access to investor and corporate engagement activities.

Going forward, India will host the second meeting of the SWG in November 2024 and SCO Startup Forum 5.0 in January 2025.



## CURTAIN RAISER PROGRAMME

As a precursor to Startup Mahakumbh, to generate buzz and excitement among stakeholders, a Curtain Raiser Programme was organized on February 27th at Vanijya Bhawan, New Delhi, which was graced by Hon'ble Minister **Shri Piyush Goyal**. Following this impactful launch, a diverse array of media platforms was utilized to spread the word far and wide, ensuring that the event reached a broad audience. This concerted effort culminated in a crescendo of anticipation and enthusiasm, laying the groundwork for a truly transformative event.



**Shri Sanjiv**, Joint Secretary, DPIIT and **Shri Prashant Kumar Singh**, CEO, Government e-Marketplace also graced the programme. Leading Government partners of the event were also present, including **Shri Sudatta Mandal**, Deputy Managing Director, SIDBI, and senior officials from Export Credit Guarantee Corporation of India Limited, **Ms. Nivruti Rai**, MD & CEO, Invest India and **Shri Deepinder Goyal**, Founder & CEO of Zomato.

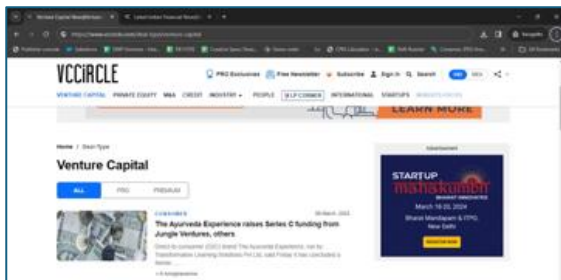
Speaking at the curtain raiser, **Shri Piyush Goyal**, emphasized that "Throughout the three days of Startup Mahakumbh, the startups will be able to engage with investors, and relevant stakeholders and create a sub ecosystem to support each other with ideas and learn from the experience of others. We will also see participation from students to inculcate the spirit of entrepreneurship, spirit of inquiry in them and help them go back with confidence and talk about the New India and the story of emerging India."

Towards the end of his keynote, Hon'ble Minister added that, "A great India story is unfolding in front of each one of you (young India) and you will be the flag bearers of the story in Amrit Kaal, which is moving towards Viksit Bharat." On this occasion, the Hon'ble Minister also launched event logo, event website. He also launched the Bharat Startup Ecosystem Registry and registered himself as its first member.



## PUBLICITY

### Digital Media Campaign VC Circle



### Mint



### Hindustan Times



### Inc 42



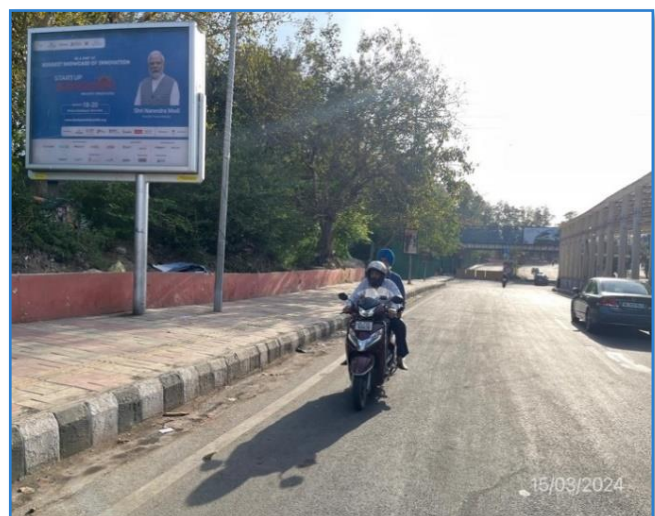
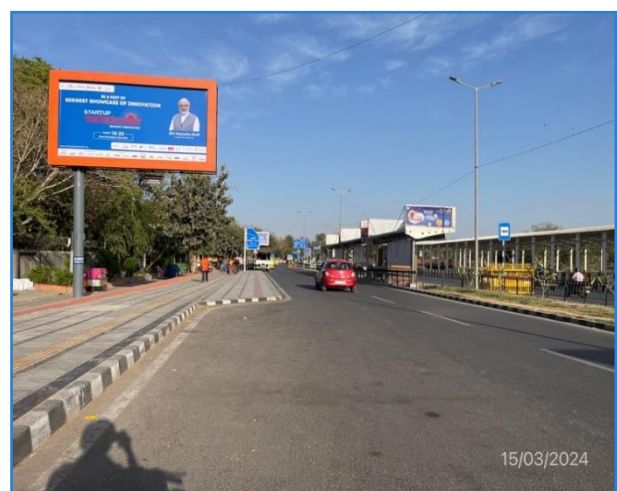
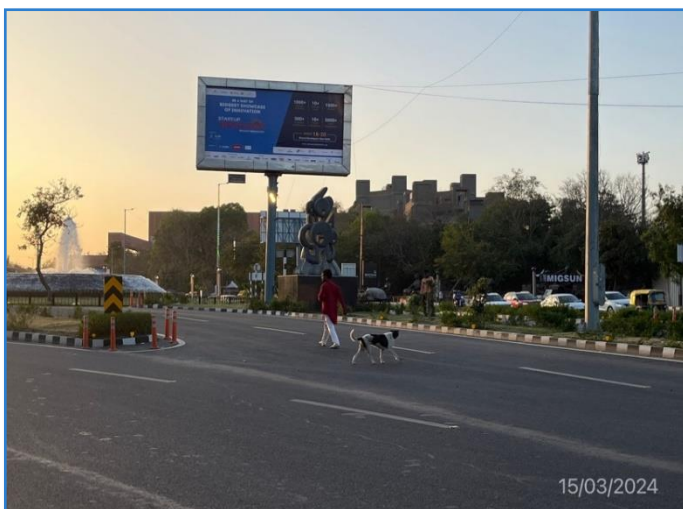
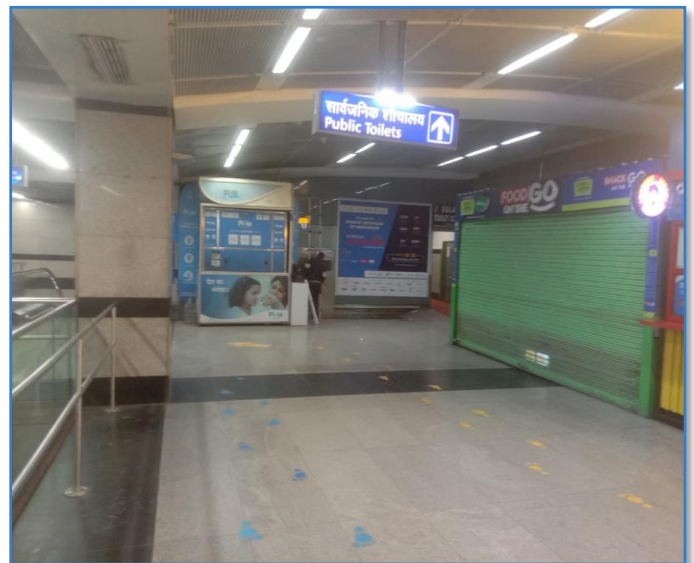
### YourStory



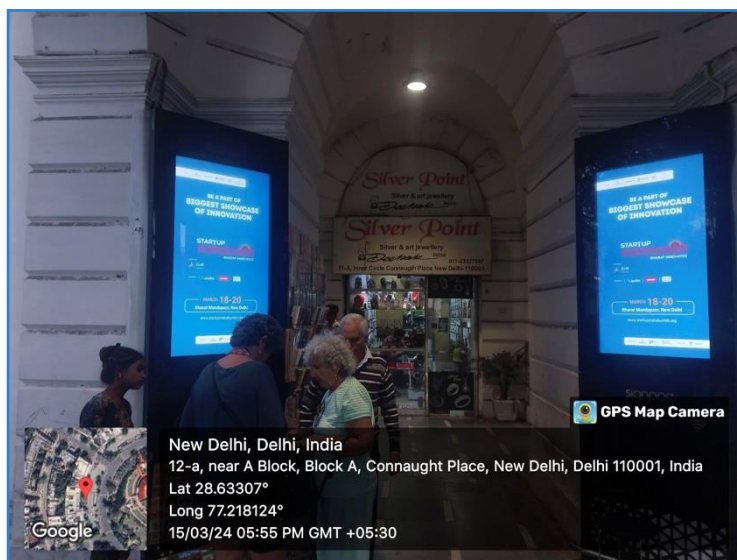
### Entrepreneur India



## Outdoor Campaign







## Total Hoarding sites

- Bhairon Marg, Outside Bhairon Temple | Ring Road to Mathura Road – 20X10
- Bhairon Marg, Pragati Maidan Gate No. 1 (Back) | Ring Road to Mathura Road- -20X10
- Bhairon Marg, Pragati Maidan Gate No. 4 | Mathura Road To Ring Road – 20X10
- Bhairon Marg, Pragati Maidan, Science Museum | Mathura Road To Ring Road- 20X10
- Bhairon Marg, Railway Underpass | Ring Road to Mathura Road- 11X8
- Bhairon Marg, Outside ITPO Parking | Ring Road to Mathura Road- 11X8
- Bhairon Marg, National Craft Museum | Mathura Road to Ring Road- 11X8
- Bhairon Marg, Pragati Maidan Gate No. 1 | Mathura Road to Ring Road- 11X8
- Billboard – Tilak Bridge / ITO Crossing – Delhi- 40x15
- Wall panel – Rajiv Chowk Metro Station – Delhi- 9x8
- Connaught Place – 50 Units- Digital

## Newspaper Campaign

### Creative 1 released on 14/03/2024

TOI- Delhi, Dainik Jagran- Delhi, NCR, Navbharat Times- Delhi, NCR, Vijayvani- Bengaluru

BE A PART OF  
**BIGGEST SHOWCASE  
OF INNOVATION**

**STARTUP  
mahakumbh**  
BHARAT INNOVATES

**MARCH 18-20**  
Bharat Mandapam, New Delhi

For more details on the participation,  
visit our website [www.startupmahakumbh.org](http://www.startupmahakumbh.org)

Scan QR code  
for registration

“Bharat's startup ecosystem has become a crucial part  
of the country's success story. We have witnessed the  
century of Unicorns, and we are now among the top  
3 startup ecosystems in the world.”

**Shri Narendra Modi**  
Hon'ble Prime Minister

Take advantage of this remarkable event to connect with a  
global & diverse audience

- Witness the Bharat innovation showcase
- Access to investors and mentors
- Experience unparalleled exposure
- Power networking opportunities

|                                 |                           |                    |                                      |                               |                                  |
|---------------------------------|---------------------------|--------------------|--------------------------------------|-------------------------------|----------------------------------|
| 1000+<br>Startups<br>Exhibiting | 10+<br>Thematic<br>Tracks | 1000+<br>Investors | 500+<br>Incubators<br>& Accelerators | 10+<br>Country<br>Delegations | 5000+<br>Future<br>Entrepreneurs |
|---------------------------------|---------------------------|--------------------|--------------------------------------|-------------------------------|----------------------------------|

SUPPORTED BY: INVEST INDIA, GeM, Ministry of Skill Development & Entrepreneurship, DPET, SIDBI, Zomato, AICTE, NASSCOM, IIT Bombay, IIT Madras, IIT Delhi, IIT Kanpur, IIT Roorkee, IIT Guwahati, IIT Jodhpur, IIT Patna, IIT Varanasi, IIT Thiruvananthapuram, IIT Gandhinagar, IIT Hyderabad, IIT Kharagpur, IIT Ropar, IIT Mandi, IIT Dharwad, IIT Palakkad, IIT Tirupur, IIT Kharagpur, IIT Ropar, IIT Mandi, IIT Dharwad, IIT Palakkad, IIT Tirupur.

### Creative 2 released on 18/03/2024

TOI- Delhi, TOI- Bengaluru, Dainik Jagran- Delhi NCR, Sakal- Mumbai

BE A PART OF  
**BIGGEST SHOWCASE  
OF INNOVATION**

**STARTUP  
mahakumbh**  
BHARAT INNOVATES

PRESENTED BY: GeM

POWERED BY: SIDBI, Zomato, AICTE

**MARCH 18-20**  
Bharat Mandapam, New Delhi

For more details on the participation,  
visit our website [www.startupmahakumbh.org](http://www.startupmahakumbh.org)

Scan QR code  
for registration

Take advantage of this remarkable event to connect with a  
global & diverse audience

- Witness the Bharat innovation showcase
- Access to investors and mentors
- Experience unparalleled exposure
- Power networking opportunities

|                                 |                           |                    |                                      |                               |                                  |
|---------------------------------|---------------------------|--------------------|--------------------------------------|-------------------------------|----------------------------------|
| 1000+<br>Startups<br>Exhibiting | 10+<br>Thematic<br>Tracks | 1000+<br>Investors | 500+<br>Incubators<br>& Accelerators | 10+<br>Country<br>Delegations | 5000+<br>Future<br>Entrepreneurs |
|---------------------------------|---------------------------|--------------------|--------------------------------------|-------------------------------|----------------------------------|

SUPPORTED BY: INVEST INDIA, GeM, Ministry of Skill Development & Entrepreneurship, DPET, SIDBI, Zomato, AICTE, NASSCOM, IIT Bombay, IIT Madras, IIT Delhi, IIT Kanpur, IIT Roorkee, IIT Guwahati, IIT Jodhpur, IIT Varanasi, IIT Thiruvananthapuram, IIT Gandhinagar, IIT Hyderabad, IIT Kharagpur, IIT Ropar, IIT Mandi, IIT Dharwad, IIT Palakkad, IIT Tirupur, IIT Kharagpur, IIT Ropar, IIT Mandi, IIT Dharwad, IIT Palakkad, IIT Tirupur.

Key Sectors: AI & SaaS, Agritech, Biotech & Pharma, B2B & Manufacturing, Climate Tech, Deep Tech, D2C/Consumer /Platforms, Gaming & Esports, Fintech, Incubators/ Accelerators.



## Times Network Campaign

| No.       | Asset  | Date            | Platform  |
|-----------|--|-----------------|---|
| 1         | Live dip-in at PressCon                        | 27 Feb          | ET NOW + TIMES NOW                                      |
| 2         | Anchor Read #1 - PressCon                      | 27 Feb          | ET NOW + TIMES NOW                                      |
| 3         | Anchor Read #2 - PressCon                      | 28 Feb          | ET NOW + TIMES NOW                                      |
| 4         | News Story - PressCon                          | 29 Feb          | ET NOW + TIMES NOW                                      |
| 5         | Vignette #1 - PK Singh & Pramod Bhasin         | 11 & 12 Mar     | ET NOW  |
| 6         | Vignette #2 - Madan Padaki & Vineet Rai        | 11 & 12 Mar     | ET NOW  |
| 7         | Vignette #3 - Vikram Gupta & Anjali Bansal     | 13 Mar          | ET NOW  |
| 8         | Vignette #4 - SIDBI & Deepak Sood              | 14 Mar          | ET NOW  |
| 9         | Vignette #5 - Debjani Ghosh & Archana J        | 15 Mar          | ET NOW  |
| 10        | Vignette #6 - Suman Chandrawat & Rakesh Ranjan | 18 Mar          | ET NOW  |
| 11        | Vignette #7 - Event highlights                 | 22 Mar          | ET NOW  |
| 12        | Ground Zero preparation walkthrough story      | 17 Mar (twice)  | ET NOW  |
| 13        | Day 1 - Live dip-in                            | 18 Mar          | ET NOW + TIMES NOW                                      |
| 14        | Day 1 - News Story                             | 18 Mar          | ET NOW + TIMES NOW                                      |
| <b>15</b> | <b>Day 2 - Live dip-in</b>                     | <b>19 Mar</b>   | <b>ET NOW</b>   |
| 16        | Day 2 - News Story                             | 19 Mar          | ET NOW + TIMES NOW                                      |
| 17        | Day 2 - Walkthrough Story                      | 19 Mar          | ET NOW + TIMES NOW                                      |
| <b>18</b> | <b>Day 3 - PM Modi LIVE</b>                    | <b>20 Mar</b>   | <b>All news channels</b>                                |
| <b>19</b> | <b>Day 3 - PM Modi News Story</b>              | <b>20 Mar</b>   | <b>ET NOW + TIMES NOW</b>                               |
| 20        | Day 3 - News Story                             | 20 Mar          | ET NOW + TIMES NOW                                      |
| 21        | Day 3 - Walkthrough Story                      | 21 Mar          | ET NOW + TIMES NOW                                      |
| 22        | Post event news story                          | 21 Mar          | ET NOW  |
| 23        | Digital Article #1 - PressCon/Curtain Raiser   | 29 Feb          | <a href="https://timesnownews.com">timesnownews.com</a> |
| 24        | Digital Article #2 - Pre-event                 | 17 Mar          | <a href="https://timesnownews.com">timesnownews.com</a> |
| 25        | Digital Article #3 - Event Inaugural           | 18 Mar          | <a href="https://timesnownews.com">timesnownews.com</a> |
| 26        | Digital Article #4 - Event Highlights          | 21 Mar          | <a href="https://timesnownews.com">timesnownews.com</a> |
| 27        | ROS Banners                                    | 13 Mar - 20 Mar | <a href="https://timesnownews.com">timesnownews.com</a> |
| 28        | Roadblock                                      | 16 Mar          | <a href="https://timesnownews.com">timesnownews.com</a> |
| <b>29</b> | <b>Twitter - Pre-event article promotion</b>   | <b>18 Mar</b>   | <b>ET NOW Twitter</b>                                   |
| 30        | Twitter - Vignette uploads                     | 15 Mar - 23 Mar | ET NOW Twitter  |
| 31        | Twitter - Event preparation walkthrough upload | 18 Mar          | ET NOW Twitter  |

## Editorial Elements

| No. | Element  | Date   | Channel      |
|-----|--|--------|--------------|
| 1   | Two interviews from PressCon                         | 27 Feb | ET NOW       |
| 2   | DPIIT exclusive interview                            | 11 Mar | ET NOW       |
| 3   | Pavilion story #1 - AI & SAAS                        | 11 Mar | ET NOW       |
| 4   | Pavilion story #2 - Climate Tech                     | 12 Mar | ET NOW       |
| 5   | Pavilion story #3 - Biotech & Pharma                 | 12 Mar | ET NOW       |
| 6   | Pavilion story #4 - Agritech                         | 13 Mar | ET NOW       |
| 7   | Pavilion story #5 - Deep Tech                        | 13 Mar | ET NOW       |
| 8   | Pavilion story #6 - Fintech                          | 14 Mar | ET NOW       |
| 9   | Pavilion story #7 - D2C                              | 14 Mar | ET NOW       |
| 10  | Pavilion story #8 - B2B & Manufacturing              | 15 Mar | ET NOW       |
| 11  | Pavilion story #9 - Incubators & Accelerators        | 15 Mar | ET NOW       |
| 12  | Pavilion story #10 - Gaming & E-Sports               | 16 Mar | ET NOW       |
| 13  | Day1 news coverage #1                                | 18 Mar | ET NOW       |
| 14  | Day1 news coverage #2                                | 18 Mar | ET NOW       |
| 15  | Day1 news coverage #3                                | 18 Mar | ET NOW       |
| 16  | Day1 news coverage #4                                | 18 Mar | ET NOW       |
| 17  | Day1 news coverage #5 - Piyush Goyal                 | 18 Mar | ET NOW       |
| 18  | Day3 news coverage #1 - PM Modi at Startup Mahakumbh | 20 Mar | ET NOW       |
| 19  | Day3 news coverage #2 - PM Modi at Startup Mahakumbh | 20 Mar | ET NOW       |
| 20  | Day3 news coverage #3 - PM Modi at Startup Mahakumbh | 20 Mar | ET NOW       |
| 21  | Day3 news coverage #4 - PM Modi at Startup Mahakumbh | 20 Mar | TIMES NOW    |
| 22  | Day3 news coverage #5 - PM Modi at Startup Mahakumbh | 20 Mar | TN Navbharat |
| 23  | Day3 news coverage #6 - PM Modi at Startup Mahakumbh | 20 Mar | TN Navbharat |



## Radio Campaign Details

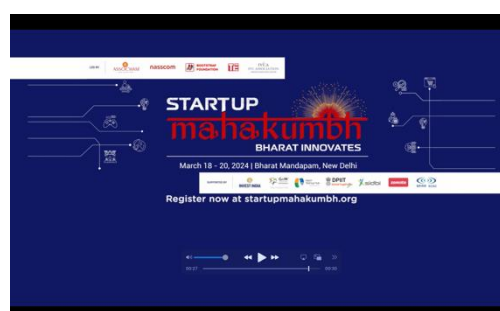
Radio Mirchi- New Delhi- 98.3 FM

| TGBCL- MAHAKUMBH PLAN- MIRCHI        |  |      |     |       |       |       |       |       |       |       |             |               |
|--------------------------------------|--|------|-----|-------|-------|-------|-------|-------|-------|-------|-------------|---------------|
| Elements                             | Description  | Type | Dur | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 | Total Spots | Total Seconds |
| Brand Promos                         | Promos driving the listeners for the event to experience.                              | FCT  | 30  | 25    | 25    | 25    | 25    | 25    | 25    | 25    | 175         | 5250          |
| Reminder Promos                      | Promos just before the event act as reminders for listeners to go and visit the event. | FCT  | 30  |       |       |       |       | 30    | 30    | 30    | 90          | 2700          |
| Special Property - Mahakumbh Special | Special property wherein we can share out facts, trivia about the mahakumbh            | FCT  | 30  | 15    | 15    | 15    | 15    | 15    | 15    | 15    | 105         | 3150          |
| RJ mentions                          | RJM creating awareness for the campaign and drive listeners to the event.              | PROG | 90  | 3     | 3     | 3     | 3     | 3     |       |       | 15          | 1350          |
| Sponsorship Tags                     | Tags where in it is promoted about the brand and the Mahakumbh.                        | PROG | 10  | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 35          | 350           |
| Song Tags                            | Tags where in it is promoted about the brand and the Mahakumbh.                        | PROG | 10  | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 35          | 350           |
| Time Check Updates                   | Tags where in it is promoted about the brand and the Mahakumbh.                        | PROG | 10  | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 35          | 350           |
|                                      |  |      |     |       |       |       |       |       |       |       |             | 13500         |

## CNBC

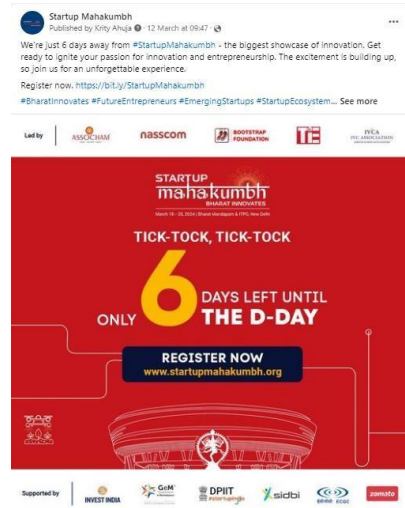
CNBC-TV18 + CNBC AWAAZ: Vignettes were created to have buzz about the event - 70 Vignettes on each platform. A total of 140 Vignettes of 30 secs each were played on these two channels. Also, there were 3 Social media posts during the event: (2 posts on LinkedIn + 1 post on Twitter of CNBC).

Glimpse of the 30sec promo

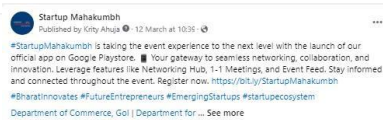
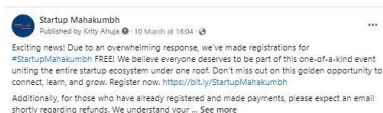
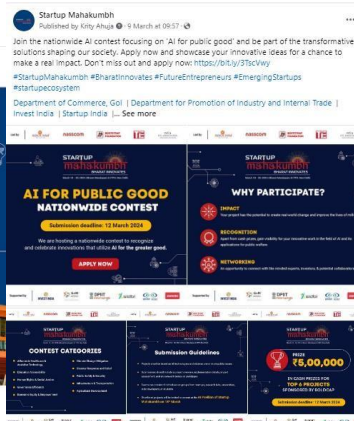
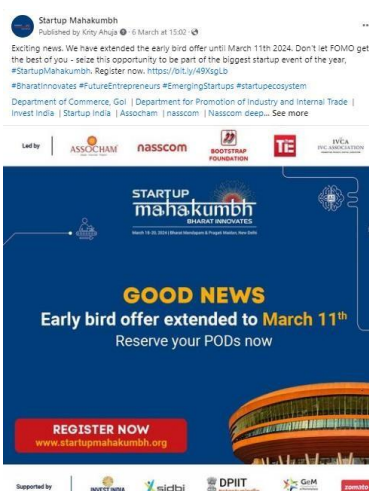


## Social Media Campaign

### Countdown Posts

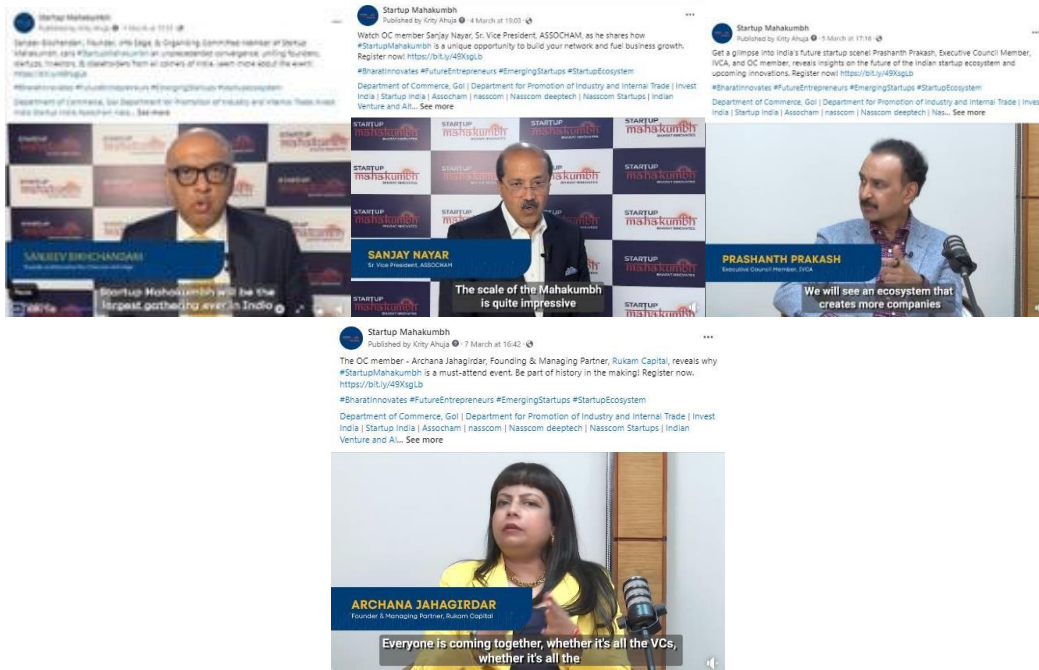


### Important Announcements





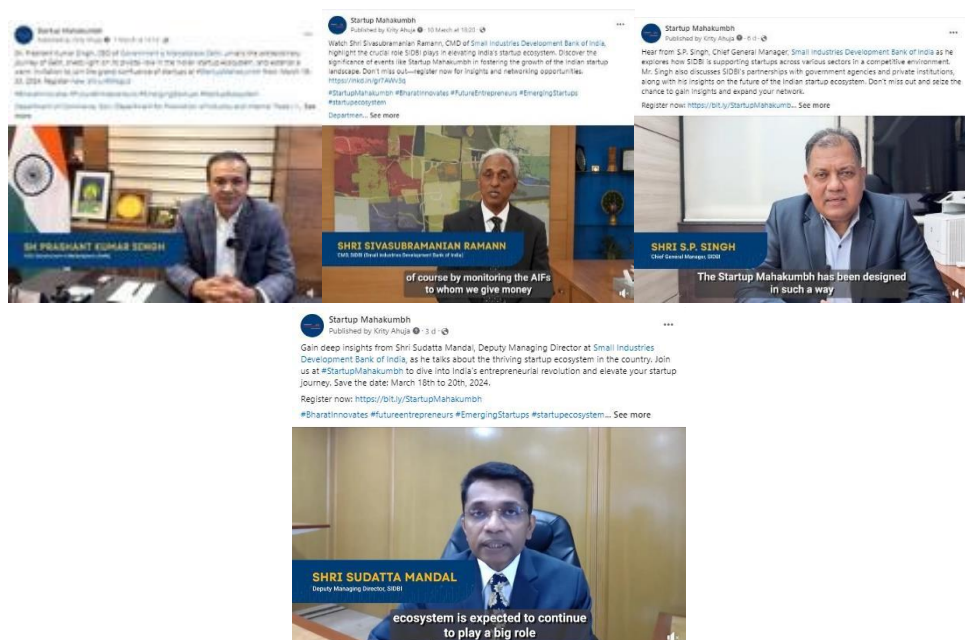
## Videos featuring OC Members



## Videos featuring Startup founders



## Videos featuring Government Officials and Dignitaries



## Micro-Influencers Collaboration

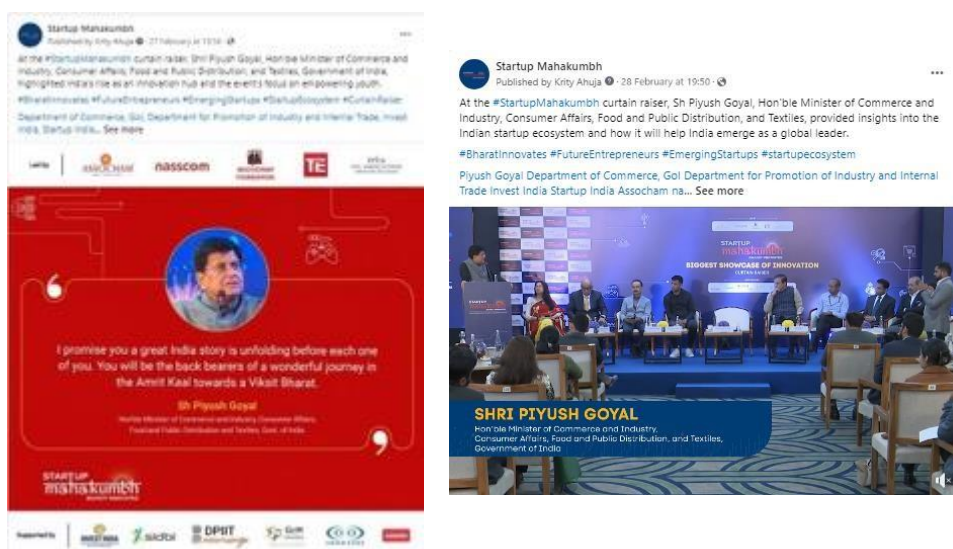
Total Reached garnered - 390,444 Total Engagement - 164619



## Press Conference Coverage

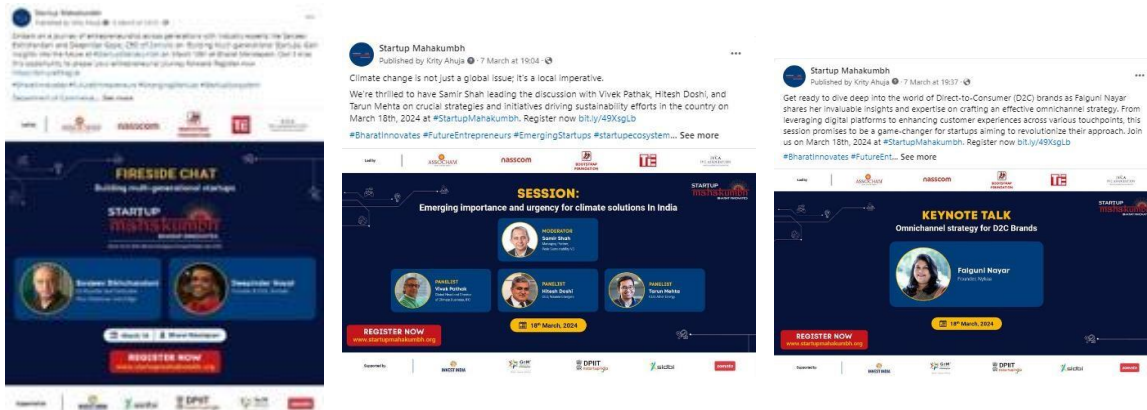


## Curtain Raiser Coverage

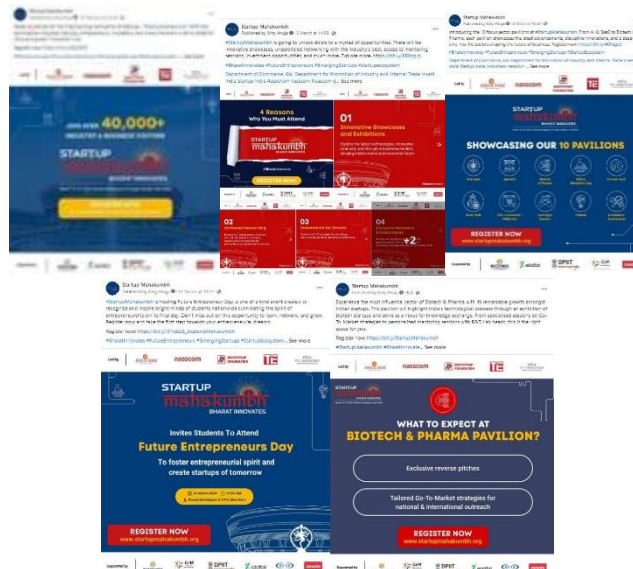




## Session/Speaker Posts



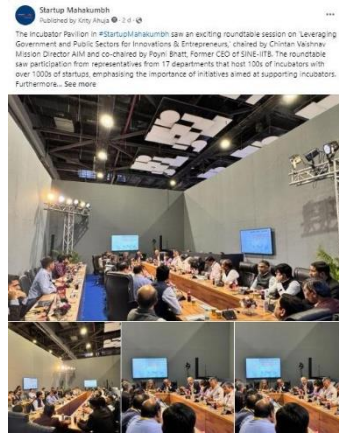
## Event Promotion Posts



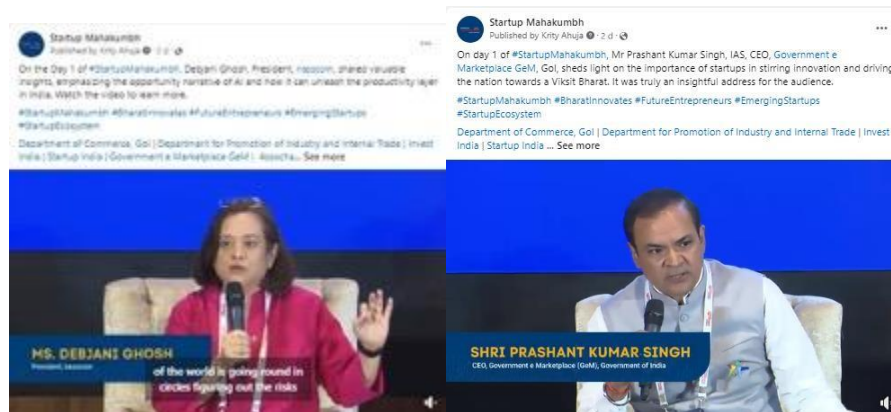
## Live updates from Sessions



## Live updates from Pavilions



## Videos of Speakers





## Twitter Trending



## India Podcasts

Recorded 77 podcasts during Startup Mahakumbh including Amitabh Kant - G20 Sherpa, AmanGupta, CoFounder - Boat, Falguni Nayar, CEO & Founder - Nykaa, Harshil Mathur CEO & CoFounder – Razorpay



Dream Big, But Start Small: Sanjeev Bikhchandani, Co-Founder Info Ed...



Startups Are National Assets: Amitabh Kant, G20 Sherpa at...



Be Aware Of the Sharks In The Market : Rajnish Kumar, Chairman...



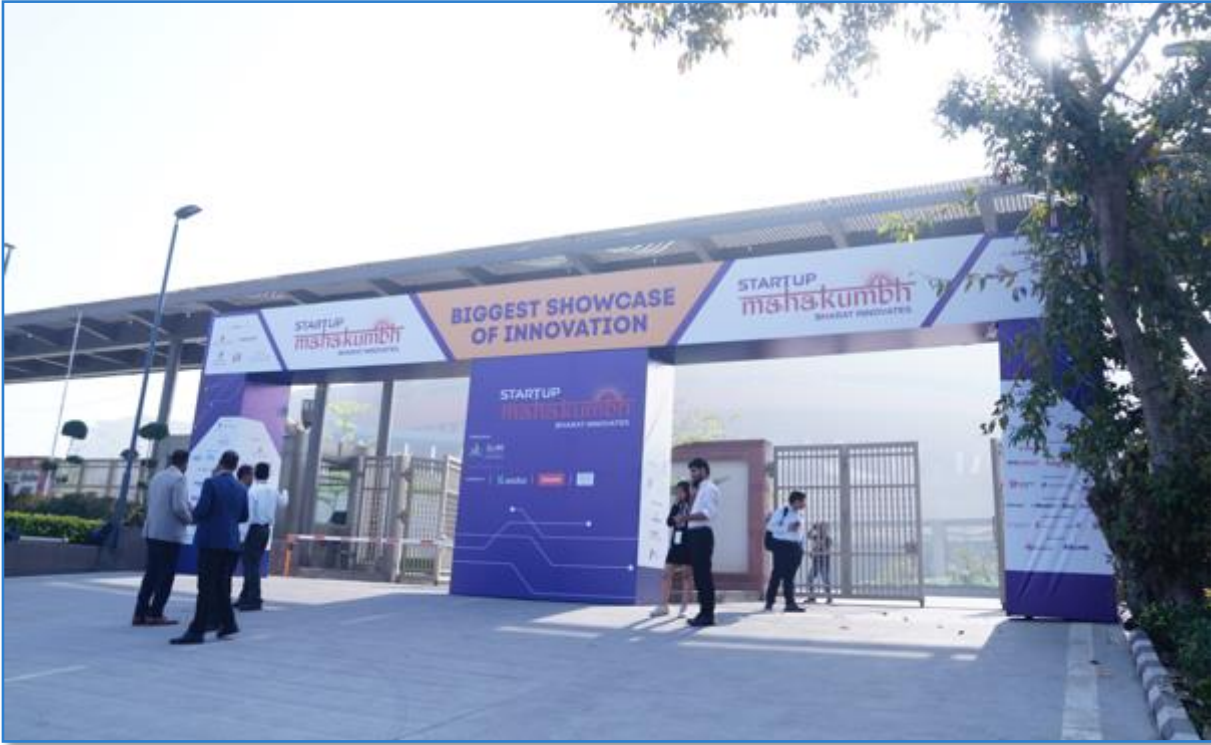
Procrastination Is Not Good For Entrepreneurs: Falguni Nayar,...

## Overall Social Media Analytics

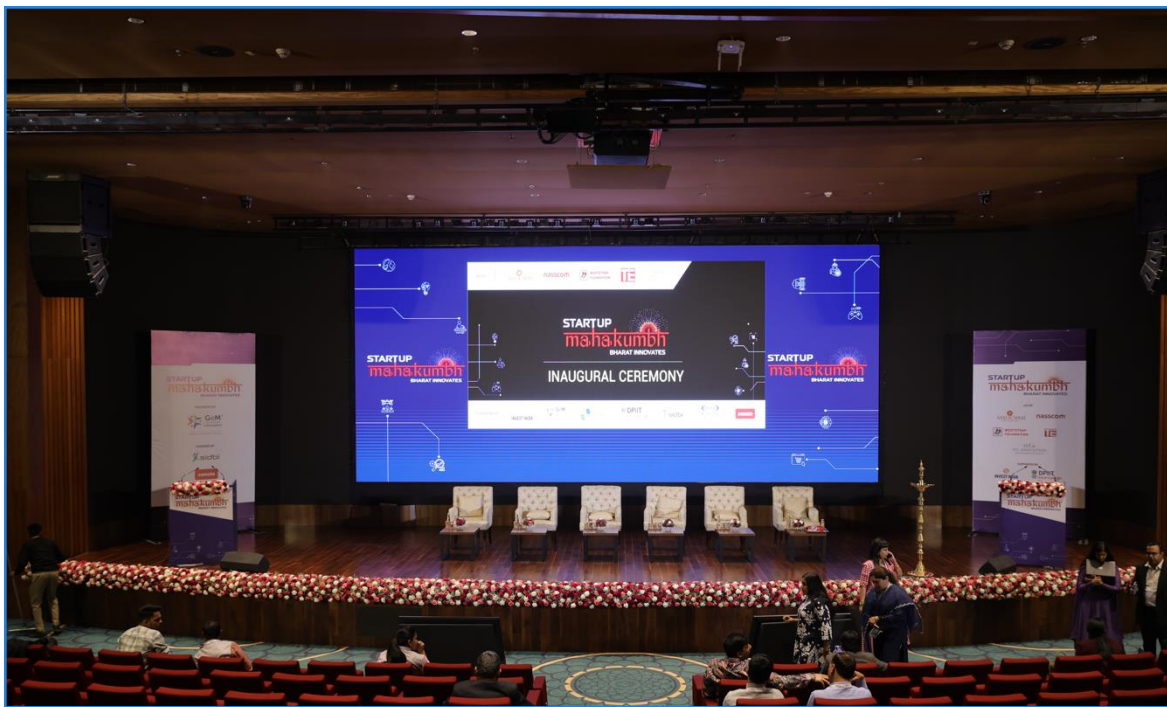


## BRANDING

### Main Arch

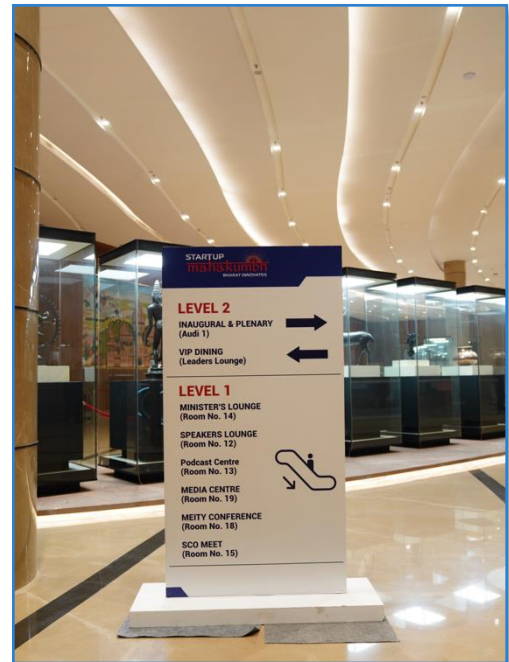


### Inaugural Hall





## Signage's at Bharat Mandapam



## Registration Entry Arch



## CCR and CCTs

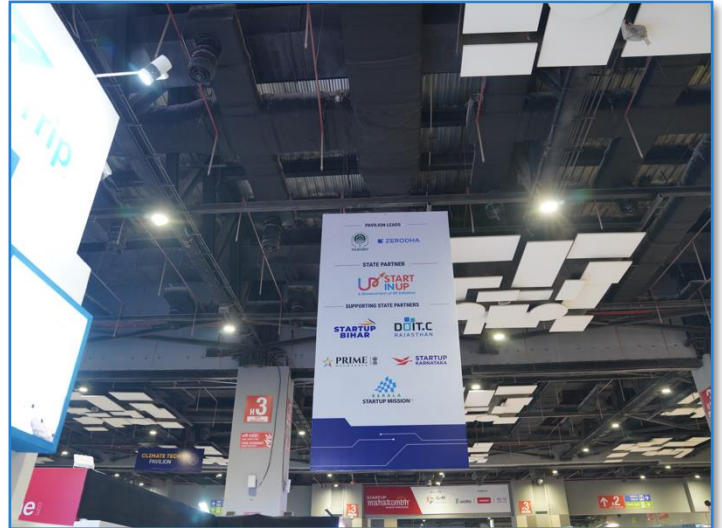


## Partners Acknowledgement Wall





## Vertical Riggings at Exhibition



## Pillar Branding at the Exhibition



## Installations



## NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



## NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# STARTUP mahakumbh

BHARAT INNOVATES

March 18-20, 2024 | Bharat Mandapam, New Delhi

## Led By



nasscom



BOOTSTRAP  
FOUNDATION



IVCA  
IVC ASSOCIATION  
PROMOTING ALTERNATE CAPITAL ECOSYSTEM

## Presented By



## Powered By



## Supported By



## Pavilion Leads



ZERODHA

## State Partner



## Supporting State Partners



## Silver Partners



## Bronze Partners



## Unicorn Gold Partners



## Investor Gold Partners



## Mobility Partner



## Unicorn Silver Partners



## Investor Silver Partners



## Unicorn Bronze Partners



## Investor Bronze Partners



## Session Partners



## Banking Partner



## Academic Partner



## Media Partners



## Event Partners



[www.startupmahakumbh.org](http://www.startupmahakumbh.org)